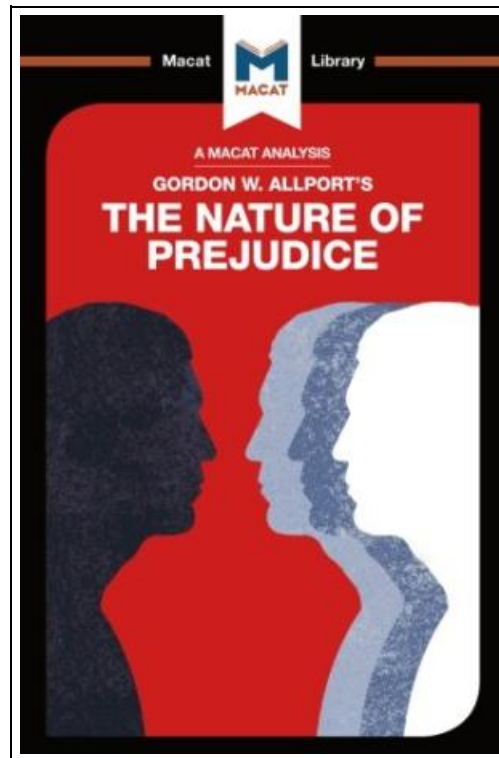


The Nature of Prejudice (Paperback)



Filesize: 7.15 MB

Reviews

Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Sallie Wiegand)

THE NATURE OF PREJUDICE (PAPERBACK)

[DOWNLOAD](#)

Macat International Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. With his 1954 book *The Nature of Prejudice*, American psychologist Gordon Allport displays the crucial skill of reasoning, producing and organizing an argument that was persuasive enough to have a major impact not only in universities, but also on government policy. The question that Allport tackled was an old one: why are people so disposed to prejudice against those from other groups? Earlier psychologists had suggested a number of reasons, especially in the case of racial prejudice. Some had suggested that racism was a learned behaviour, conditioned by negative experiences of other races; others that there was an objective rationale to negative racial stereotypes. Allport, however, reasoned that prejudice is essentially a by-product of the necessary mental shortcuts the human brain uses to process the vast amount of information it takes in. Because our brains want to use as little effort as possible, they regularly fall back on simple stereotypes - which easily generate prejudice. Gathering strong evidence for this hypothesis, he reasoned, clearly and persuasively, that our natural cognitive approach is the most significant factor in accounting for prejudice. Going further still, Allport also reasoned that, once this was better understood, social scientists would be able to influence policy-makers to curb discrimination by law.

[Read The Nature of Prejudice \(Paperback\) Online](#)[Download PDF The Nature of Prejudice \(Paperback\)](#)

Relevant Kindle Books



The Joy of Twins and Other Multiple Births : Having, Raising, and Loving Babies Who Arrive in Groups

Book Condition: Brand New. Book Condition: Brand New.

[Download Document »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Download Document »](#)



History of the Town of Sutton Massachusetts from 1704 to 1876

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts...

[Download Document »](#)



The Darts of Cupid: And Other Stories

Pantheon. Hardcover. Book Condition: New. 0375421599 Never Read-12+ year old Hardcover book with dust jacket-may have light shelfor handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- l...

[Download Document »](#)



The Country of the Pointed Firs and Other Stories (Hardscrabble Books-Fiction of New England)

New Hampshire. PAPERBACK. Book Condition: New. 0874518261 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- l ship FAST...

[Download Document »](#)