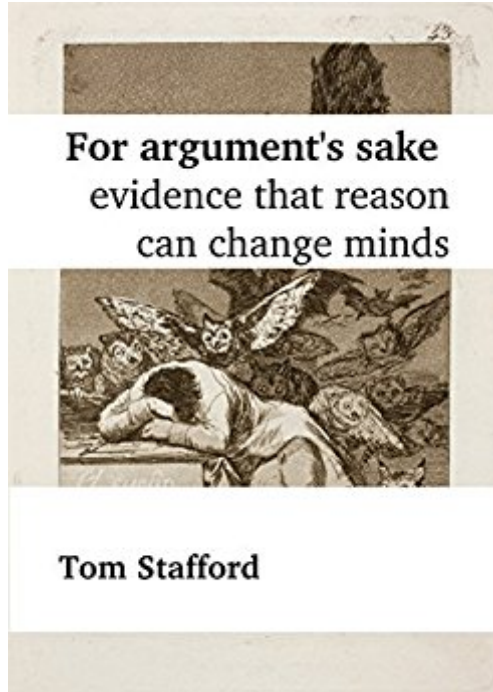


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For Argument's Sake: Evidence That Reason Can Change Minds



Synopsis

Are we irrational creatures, swayed by emotion and entrenched biases? Modern psychology and neuroscience are often reported as showing that we can't overcome our prejudices and selfish motivations. Challenging this view, cognitive scientist Tom Stafford looks at the actual evidence. Re-analysing classic experiments on persuasion, as well as summarising more recent research into how arguments change minds, he shows why persuasion by reason alone can be a powerful force. This is a collection of previously published essays, revised and expanded by the author, and accompanied by a previously unpublished introduction and annotated bibliography to guide further reading on the topic. Tom Stafford is Lecturer in Psychology and Cognitive Science at the University of Sheffield. Find out more at <http://idiolect.org.uk> or follow him on twitter @tomstafford

Book Information

File Size: 4154 KB

Print Length: 31 pages

Simultaneous Device Usage: Unlimited

Publication Date: June 29, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B010O1Z018

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #183,158 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #41

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