

# Handbook Of Implicit Social Cognition: Measurement, Theory, And Applications

Social cognitive theory (SCT), Examples of the theory in application: In Nabi, Robin L.; Oliver, Mary Beth, The SAGE Handbook of Media Processes and Effects.

[http://en.wikipedia.org/wiki/Social\\_cognitive\\_theory](http://en.wikipedia.org/wiki/Social_cognitive_theory)

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1 Implicit Social Cognition Brian A. Nosek Carlee Beth Hawkins Rebecca S. Frazier University of Virginia  
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