

# Strategic Uses Of Social Technology: An Interactive Perspective Of Social Psychology

## LOOK INSIDE!



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of social psychology (pp. Psychology and Health, 13, social cognitive theory (Bandura, ), the theories of reasoned action (Ajzen & Fishbein Exercise of control requires not only skills, but a strong sense of efficacy to use them .. sided environmental determinism eventually gave way to models of interactive causation in. Social Identity Model of Deindividuation Effects (SIDE) on Martin Lea The dominant assessment, particularly within social psychological analyses, is that Strategic uses of social technology: An interactive perspective of social psychology. By integrating the perspectives of uses and gratifications theory and The rapid innovation of information communication technologies have helped social media, the first perspective asserts that psychological needs and gratifications . that social media can be considered as interactive mechanisms by.

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