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This chapter addresses the universals in the content and structure of values, concentrating on the theoretical advances and empirical tests in 20 countries, and its four basic issues: substantive contents of human values; identification of comprehensive set of values; extent to which the meaning of particular values was equivalent for different groups of people; and how the relations among ...Social psychology is the scientific study of how people's thoughts, feelings and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method. The terms thoughts, feelings and behavior refer to psychological variables that can be measured in humans. Self-affirmation processes are being activated by information that threatens the perceived adequacy or integrity of the self and as running their course until this perception is restored through explanation, rationalization, and/or action. The Go/No-go Association Task (GNAT) The GNAT (pronounced like the bug) is a flexible technique designed to measure implicit social cognition.