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Pratkanis was born on April 2, 1957 in Portsmouth Virginia. In 1979 Pratkanis graduated from Eastern Mennonite College with a Bachelor of Science in psychology, sociology and social work. Following that he went to Ohio State University and earned his Master of Science and Ph.D. in 1984.

Anthony Pratkanis - Wikipedia

Revised Edition; Anthony Pratkanis and Elliot Aronson. Anthony Pratkanis is professor of psychology at the University of California, Santa Cruz. Elliot Aronson is one of our nation's most eminent social psychologists. He is professor emeritus at the University of California, Santa Cruz. Anthony Pratkanis

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He is the co-author (with Elliot Aronson) of Age of Propaganda: The Everyday Use and Abuse of Persuasion and (with Doug Shadel) of Weapons of Fraud: A Source Book for Fraud Fighters. Dr. Pratkanis's expertise is sought by both public and private enterprises.

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Anthony Pratkanis - Open Minds Foundation

Anthony Pratkanis is interested in how the social world influences our attitudes, beliefs, and behavior. His research program has investigated such topics as the delayed effects of persuasion, attitudes and memory, groupthink, affirmative action, subliminal persuasion, mass communications, source credibility, persuasion and democracy, and a variety of influence tactics such as the pique ...

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Anthony Pratkanis is currently Professor of Psychology at the

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University of California, Santa Cruz where he studies social psychology, social influence, and prejudice reduction. He was recently awarded UCSC's coveted Excellence in Teaching Award for his courses on Social Influence and Social Psychology.

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