

Scientific American Psychology Deborah Licht

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David G. Myers American Psychological Society Coco Ballantyne Deborah Licht Gerald Goldstein Deborah Licht Michael H. Kernis Pikes Peak Community College Deborah M. Licht Deborah Licht Deborah Licht Misty Hull University of California, Los Angeles Deborah J. Stipek

in this breakthrough student resource two committed tech savvy professors deborah licht and misty hull combine years of research and teaching insights with the journalistic skill of science writer coco ballantyne who came to the project directly from scientific american together they have created an introductory psychology textbook and online learning and comprehension system that draws on written profiles and video interviews of real people and their stories to help students better understand and relate to psychologys foundational concepts and ideas as well as solutions for the 10 challenges that face both students and instructors in the introductory course today beginning with addressing the top 10 challenges facing instructors creating relevance student engagement seeing psychology as a science teaching the hardest concepts and dispelling myths and students students see the big picture learning the toughest concepts seeing the connections between life and psychology relevancy to the real world and diversity in the preface scientific american psychology 3e is filled with high interest examples and features including full page infographics that help students understand and retain key concepts with a renewed emphasis on research methods in a brand new stand alone chapter 2 research methods this innovative collaboration between worth publishers and scientific american reflects a commitment to engaging and educating all students including those who sometimes seem difficult to engage in the contemporary style of the worlds most respected science magazine also available previous 2nd edition thoroughly revised with input and insight from many of the hundreds of adopters of the groundbreaking first edition scientific american psychology continues to set a new standard for the introduction to psychology deborah licht and misty hull continue to combine their years of research and teaching insights with the journalistic skill of science writer coco ballantyne together they have created an introductory psychology resource that combines print and digital components into a seamless learning experience the project draws on written profiles and video interviews of 27 real people to help students better understand remember and relate to psychology s basic ideas beautifully designed the printed text is

filled with high interest examples and features including full page infographics that help students understand and retain key concepts online additional author created resources including scaffolded activities and adaptive quizzes provide a seamless learning experience for students and a reliable assessment mechanism for instructors and programs this innovative collaboration between worth publishers and scientific american reflects a commitment to engaging and educating all students including those who sometimes seem difficult to engage in the contemporary style of the world s most respected science magazine

in this breakthrough student resource two committed tech savvy professors deborah licht and misty hull combine years of research and teaching insights with the journalistic skill of science writer coco ballantyne who came to the project directly from scientific american together they have created an introductory psychology textbook and online learning and comprehension system that draws on written profiles and video interviews of 26 real people to help students better understand remember apply and relate to psychology s foundational concepts and ideas beautifully designed the printed text is filled with high interest examples and features including full page infographics that help students understand and retain key concepts online additional author created resources including scaffolded activities and adaptive quizzes provide a seamless learning experience for students and a reliable assessment mechanism for instructors and programs this innovative collaboration between worth publishers and scientific american reflects a commitment to engaging and educating all students including those who sometimes seem difficult to engage in the contemporary style of the world s most respected science magazine along with student engagement with the personal stories presenting psychology 2e also aims to demonstrate that psychology is a science help students see the big picture provide high quality accessible visuals that make a difference illustrate real world applications maintain a positive perspective of psychology emphasize gender and cultural diversity help dispel myths provide quality assessments create interactive technology based learning that appeals to students

in this breakthrough introduction to psychology two committed tech savvy professors deborah licht and misty hull combine years of research and teaching insights with the

journalistic skill of science writer coco ballantyne who came to this project directly from scientific american together they have created a an introductory textbook and online system that draws on written profiles and video interviews of 27 real people to help students better understand remember and relate to psychology s basic ideas beautifully designed the printed text is filled with high interest examples and features including full page infographics that help students understand and retain key concepts online additional author created resources including scaffolded activities and adaptive quizzes provide a seamless learning experience for students and a reliable assessment mechanism for instructors and programs this innovative collaboration between worth publishers and scientific american reflects a commitment to engaging and educating all students including those who sometimes seem difficult to engage in the contemporary style of the world s most respected science magazine

presenting psychology is a fresh concise variation of the breakout bestseller scientific american psychology combining the communicative style of the world s most respected science magazine with thoughtful immersive learning to help you reach all kinds of students authored by longtime community college instructors deborah licht and misty hull alongside science journalist coco ballantyne the text centers on profiles and video interviews of 26 real people to help students better understand remember and relate to psychology s defining concepts chapters also feature full page scientific american style infographics which guide students through essential often complex concepts step by step assessable versions of the videos and infographics and additional author created activities are available in launchpad the book s dedicated online course space together the text and launchpad provide a seamless learning experience

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