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discovering psychology is the most effective book available for helping students develop scientific literacy and explore the real impact of psychology across the breadth of cultural diversity

this acclaimed classroom favorite makes the science of psychology and through that the process of science itself come alive for students with personal stories that exemplify important concepts in a student friendly way and with coverage of the field's scientific foundations and advances that is accessible without being oversimplified

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understanding of psychology and lasting scientific literacy the authors act on that belief by using relatable personal stories to communicate the concepts of psychological science and the process of science itself and by presenting important research in a clear not oversimplified way hockenbury and nolan also take full advantage of online learning creating activities in launchpad that have students thinking about psychology as scientists do new co author susan nolan of seton hall university was recently designated a master teacher by the society for teaching psychology she regularly gives talks about incorporating scientific literacy into the introductory course and across the psychology curriculum

highlights the most important topics issues questions and debates in the field of psychology provides material of interest for students from all corners of psychological studies whether their interests be in the biological cognitive developmental social or clinical arenas

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more than any other introductory psychology textbook the hockenburys brief book presents the discipline with a unique understanding of today s students emphasizing its relevance and immediate impact on their lives without sacrificing science the authors draw on personal experiences and anecdotes to illustrate essential concepts and important research direction the fourth edition incorporates hundreds of new research studies throughout with particular attention to areas of intensive current research and enduring student interest including neuroscience lifespan development memory and gender and culture issues also new is the dramatically enhanced media and supplements package offering more ways than ever to help students make the study of psychology a part of their world

with their extensive teaching and writing experience don and sandra hockenbury know how to speak directly to the needs and curiosities of students who are new to psychology the hockenburys narrative consistently builds from the concrete to the abstract using easy to grasp anecdotes as the foundation for introducing new ideas the story of psychology comes alive in clear memorable language that makes the material supremely accessible without shortchanging the subtleties of the science throughout the authors anticipate questions incorporate recognizable examples including stories from their own lives and pay special attention to topics of particular relevance in today s classroom intriguing special features carefully conceived pedagogy and an engaging design work seamlessly with the narrative to further enhance the communicating power of the text

this briefer streamlined version of don and sandra hockenbury s acclaimed text psychology second edition warmly invites students to explore the science that speaks most directly to their everyday lives using a narrative rich with engaging anecdotes and real life stories often drawn from the authors own lives and experiences discovering psychology helps to clarify abstract concepts and psychological principles with its smart pedagogy attractive design and state of the classroom media and supplements package there is no text better equipped for introducing students to the science that speaks most directly to their everyday lives

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