

Think Psychology Baird 2011

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this comprehensive interdisciplinary handbook reviews the latest
methods and technologies used in automated essay evaluation aee
methods and technologies highlights include the latest in the
evaluation of performance based writing assessments and recent
advances in the teaching of writing language testing cognitive
psychology and computational linguistics this greatly expanded
follow up to automated essay scoring reflects the numerous advances
that have taken place in the field since 2003 including automated
essay scoring and diagnostic feedback each chapter features a common
structure including an introduction and a conclusion ideas for
diagnostic and evaluative feedback are sprinkled throughout the book
highlights of the book s coverage include the latest research on
automated essay evaluation descriptions of the major scoring engines
including the e rater the intelligent essay assessor the
intellimetricktm engine c ratertm and lightside applications of the
uses of the technology including a large scale system used in west
virginia a systematic framework for evaluating research and
technological results descriptions of aee methods that can be
replicated for languages other than english as seen in the example
from china chapters from key researchers in the field the book opens

with an introduction to aees and a review of the best practices of teaching writing along with tips on the use of automated analysis in the classroom next the book highlights the capabilities and applications of several scoring engines including the e rater the intelligent essay assessor the intellimetricktm engine c ratertm and lightside here readers will find an actual application of the use of an aee in west virginia psychometric issues related to aees such as validity reliability and scaling and the use of automated scoring to detect reader drift grammatical errors discourse coherence quality and the impact of human rating on aees a review of the cognitive foundations underlying methods used in aee is also provided the book concludes with a comparison of the various aee systems and speculation about the future of the field in light of current educational policy ideal for educators professionals curriculum specialists and administrators responsible for developing writing programs or distance learning curricula those who teach using aee technologies policy makers and researchers in education writing psychometrics cognitive psychology and computational linguistics this book also serves as a reference for graduate courses on automated essay evaluation taught in education computer science language linguistics and cognitive psychology

in 2004 russia experienced its most appalling act of terrorism in history the 53 hour seizure of school no 1 in beslan north ossetia approximately 1 200 children parents and teachers were taken hostage and over 330 were killed hundreds more seriously wounded and all severely traumatized in after violence debra javeline analyzes the aftermath of this large scale violence with evidence from almost all direct victims despite widespread predictions of retaliatory ethnic violence the massacre instead triggered unprecedented peaceful political activism after violence provides insights into this unexpected but favorable outcome

cultural politics in harry potter life death and the politics of fear is the first book length analysis of topics such as death fear and biopolitics in j k rowling s work from controversial and interdisciplinary perspectives this collection brings together recent theoretical and applied cultural studies and focuses on three key areas of inquiry 1 wizarding biopolitics and intersected discourses 2 anxiety death resilience and trauma and 3 the politics of fear and postmodern transformations as such this book provides a comprehensive overview of national and gender discourses as well as the transiting bodies in between in relation to the harry potter books series and related multimedia franchise situates the transformative power of death within the fandom transmedia and film depictions of the potterverse and critically deconstructs the processes of subjectivation and legitimation of death and fear examines the strategies and mechanisms through which cultural and political processes are managed as well as reminding us how fiction and reality intersect at junctions such as terrorism homonationalism materialism capitalism posthumanism and technology exploring precisely what is cultural about wizarding politics and what is political about culture this book is key reading for students of contemporary literature media and culture as well as anyone with an interest in the fictional universe and wizarding world of harry potter

while there are far more women in public office today than in previous eras women are still vastly underrepresented in this area relative to men conventional wisdom suggests that a key reason is because female candidates start out at a disadvantage with the public compared to male candidates and then face higher standards

for their behavior and qualifications as they campaign he runs she runs is the first comprehensive study of these dynamics and demonstrates that the conventional wisdom is wrong with rich contextual background and a wealth of findings deborah jordan brooks examines whether various behaviors such as crying acting tough displays of anger or knowledge gaffes by male and female political candidates are regarded differently by the public refuting the idea of double standards in campaigns brooks s overall analysis indicates that female candidates do not get penalized disproportionately for various behaviors nor do they face any double bind regarding femininity and toughness brooks also reveals that before campaigning begins women do not start out at a disadvantage due to gender stereotypes in fact brooks shows that people only make gendered assumptions about candidates who are new to politics and those stereotypes benefit rather than hurt women candidates proving that it is no more challenging for female political candidates today to win over the public than it is for their male counterparts he runs she runs makes clear that we need to look beyond public attitudes to understand why more women are not in office

never before in the history of humanity have so many people lived to be so very old throughout our past a few individuals might have made it to old age but mass aging is a new concept for the human species

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for introductory psychology courses at two and four year institutions think currency think relevancy think psychology think psychology 2 e covers the essentials every introductory psychology student should know the chapters are briefer than a standard introductory text allowing for a lower cost to students and using less printed paper unlike other brief texts think psychology includes 18 chapters of content giving instructors the flexibility to choose what they want to cover without the worry that skipping several chapters will mean leaving out hundreds of pages of content think psychology 2 e provides currency and relevance through design current examples and high interest readings the readings have been chosen from a range of well respected journals and popular press publications with the concise presentation of material in the chapters instructors have the option of incorporating these readings and helping students connect to issues occurring outside of the classroom an engaging visual design developed with the benefit of extensive student feedback will appeal to students and deliver the key concepts of psychology in a way they can understand the groundbreaking instructor supplements package will help bring the key concepts of psychology to life without the burden of too dense and too expensive teaching solutions thethinkspot com the text s open access website provides students with a large number of of tools to help them achieve a better grade

a full color image packed guide to developing highly persuasive content that attracts more customers than ever all based on the latest brain science there s an overlooked but critical scientific fact that every marketing profession needs to know many decisions start with attention and it s your job to grab the attention of every prospective customer as effectively as possible but in this increasingly fast paced busy and noisy world how do you capture people s attention much less persuade them to answer this question cognitive neuroscientist carmen simon leverages insights gleaned from her use of advanced technologies to study where people look for how long what type of attention leads to memories and what keeps the

brain coming back for more to determine the effectiveness of sales pitches marketing materials corporate presentations training videos and other business content in made you look simon presents her four part framework for effectively attracting the attention of customers and impacting their buying decision automatic triggers capture audience attention with the physical properties of an external stimulus guided action guide your audience toward their internal thoughts and prompt them to focus on something rewarding introspection orient their attention internally toward something they consider rewarding visual search direct their attention externally toward what they consider rewarding each section of made you look provides detailed guidelines you can use in your communication materials immediately attract attention and as a result influence memory and decisions with made you look and lead your company to the top of your industry

you ve streamlined processes you ve restructured you ve sought customer and employee feedback you ve tried everything now try something that works whether you lead three employees or 3 000 this book shows you how to increase productivity collaboration and profitability using the simple yet powerful tools from the new field of positive psychology

this handbooks series aims to integrate knowledge of communication structures and processes it is global in orientation dedicated to cultural and epistemological diversity as well as different scholarly approaches the series features volumes on messages codes and channels mode of address communication situations and context methodology in communication science and application areas the latter features volumes devoted to a large range of specialist areas of communication science the series as a whole aims at meeting the needs of undergraduates postgraduates academics and researchers across the area of communication studies

new york times bestselling author rodd wagner tackles one of the most destructive problems facing organizations today the breakdown of the relationship between employees and the organizations they work for your people are not your greatest asset they re not yours and they re not assets with this declaration one of the leading authorities on employee performance rolls up his sleeves against the weasel words contradictions bad habits and intrusions that reduce people to human resources to ftes to human capital to flesh and blood widgets armed with empirical evidence from the provocative studies he leads around the globe wagner guides you through the new realities of what it takes to get the highest levels of intensity from people in a more mercenary skeptical and wired work world he explains how elements such as individualization fearlessness transparency recognition and coolness are reciprocated with loyalty productivity innovation and inescapably corporate reputation

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