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a comprehensive and engaging introduction to psychology this is a textbook like no other always fresh always introducing new tools for teaching and learning and always attuned to how the field is shaped by new research the ninth edition is now more concise with 1200 new citations enhanced pedagogy and a revised chapter on consciousness

this edition contains the following changes hundreds of new research citations representing the most exciting and important new discoveries in our field organizational changes based on changes in the field for example the heavily revised consciousness modules now follow the neuroscience modules and are titled consciousness and the two track mind to reflect the dual processing and cognitive neuroscience themes fine tuned writing with countless small and large improvements in the way concepts are presented supported by the input and creative ideas of hundreds of contributing instructors students and friends a sharp new art program that teaches more effectively continually improving coverage of cultural and gender diversity issues

social psychology has a profound influence on our everyday lives from our shopping habits to our interactions at a party it seeks to answer questions that we often think and talk about questions such as what circumstances prompt people to help or not to help what factors influence the ups and downs of our close relationships why do some people behave differently when on their own compared to in a group what leads individuals sometimes to hurt and other times to help one another why are we attracted to certain types of people how do some persuade others to do what they want this new edition of social psychology has been revised to introduce a more flexible structure for teaching and studying it includes up to date international research with an emphasis throughout on its critical evaluation applied examples across the chapters help to highlight the relevance and hence the impact that the theories and methods of this fascinating subject have upon the social world key features include

research close up following a brand new style this feature matches the layout used in research papers providing an accessible introduction to journal articles and the research methods used by social psychologists focus on fully revised these boxes look at opposing viewpoints controversial research or alternative approaches to the topics this offers a more critical outlook and prompts the questioning of the validity of published research recommended readings new to this edition recommended further readings of both classic and contemporary literature have been added to each chapter providing a springboard for further consideration of the topics connect psychology is mcgraw hill s digital learning and teaching environment students you get easy online access to homework tests and quizzes designed by your instructor you receive immediate feedback on how you re doing making it the perfect platform to test your knowledge lecturers connect gives you the power to create auto graded assignments tests and quizzes online the detailed visual reporting allows you to easily monitor your students progress in addition you can access key support materials for your teaching including a testbank seminar materials and lecture support visit connect mcgraw hill com for more details professor david n myers holds the sady and ludwig kahn chair in jewish history as of fall 2017 he serves as the director of the luskin center for history and policy he previously served as chair of the ucla history department 2010 2015 and as director of the ucla center for jewish studies 1996 2000 and 2004 2010 dr jackie abell is a reader in social psychology with the research centre for agroecology water and resilience based at coventry university uk her current areas of research interest include the application of social psychology to wildlife conservation and environmental issues to facilitate resilience and sustainable development place attachment and identity social cohesion and inclusion professor fabio sani holds a chair in social and health psychology at the university of dundee his general research interest concerns the mental and physical health implications of group processes social identity and sense of belonging he has been an associate editor of the european journal of social psychology

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this new edition continues the story of psychology with added research and enhanced content from the most dynamic areas of the field cognition gender and diversity studies neuroscience and more while at the same time using the most effective teaching approaches and learning tools

each chapter is a gem of insight into the human experience cut and polished to perfection by the renowned psychologist david myers better than any book i can recall this book answers questions about why we think feel and act as we do but also makes us curious to learn more angela duckworth a delightful tour of the wonders of our humanity from david g myers the award winning professor and author of psychology s bestselling textbook over the past three decades millions of students have learned about psychology from textbooks by david g myers to create these books and to satisfy his own endless curiosity about the human mind myers monitors the leading journals to discover the most extraordinary developments in psychological science how do we know ourselves is a compendium of the most wondrous verities that myers has found revealing thought provoking insights into our everyday lives his astute observations and sharp witted wisdom enable readers to think smarter and live happier myers s subjects range from why we so often fear the wrong things to how simply going for a

walk with someone can increase rapport and empathy he reveals why we repeatedly mishear song lyrics and how the color of president obama's suits aided in his decision making myers also explores the powers and perils of our intuition explaining why anything can seem obvious once it happens these forty essays offer fresh insight into our sometimes bewildering but ever fascinating lives myers is engaging and intellectually provocative and he brings a wealth of knowledge from more than fifty years of teaching and writing about psychology to this lively and informative collection he inspires us to ponder timeless questions including what might be the most intriguing one of all how do we know ourselves

david myers new partnership with coauthor c nathan dewall matches two dedicated educators and scholars each passionate about teaching psychological science through writing and interactive media with this new edition of the 1 bestselling psychology myers and dewall take full advantage of what an integrated text media learning combination can do new features move students from reading the chapter to actively learning online how would you know puts students in the role of scientific researcher and includes tutorials on key research design principles assess your strengths self tests help students learn a little more about themselves and include tips about nurturing key strengths these and other innovations rest on the same foundations that have always distinguished a new david myers edition exhaustive updating hundreds of new citations captivating writing and the merging of rigorous science with a broad human perspective that engages both the mind and heart

from his experience as an author and teacher david myers has concluded that students digest material more easily when it is presented in smaller chunks ask students whether they would prefer a 600 page book to be organized as fifteen 40 page chapters or as forty 15 page chapters and their answers will approach a consensus students prefer shorter chapters and research on learning strategies supports this preference chunked material is

more easily digested responding to student preference and learning research myers has created a modular version of his best selling brief introductory text exploring psychology exploring psychology fifth edition in modules reorganizes the 15 chapters of exploring psychology fifth edition into 40 short chapters or modules the modular organization offers instructors more freedom to pick and choose from a smorgasbord of topics instead of deciding whether to assign the whole chapter on consciousness instructors can simply assign the module on sleep and dreams the module on hypnosis and or the module on drugs and behavior given that each module stands alone and is not dependent upon the content found in other modules instructors can also choose to cover the modules in any order they please featuring the latest research and teaching innovations myers new text reflects the author s continuing drive to discover the most effective way to communicate psychology s major ideas to an uninitiated audience note exploring psychology fifth edition in modules is now available saleable in two different saleable versions a a hardcover spiralbound text similar in structure to the spiralbound myers in modules b a perfectbound paperback text the features that have made david myers introductory psychology textbooks such phenomenal successes compelling narrative critical thinking theme superior design are all present in exploring psychology fifth edition in modules the way those hallmark features are presented is different this is not a brief version of psychology myers in modules sixth edition rather this new text is a modularized version of exploring psychology fifth edition therefore it enjoys all of the hallmark features of exploring psychology fifth edition sq3r pedagogical system terrific writing and briefer coverage of key topics it is in fact the same writing content as can be found in exploring psychology fifth edition just with a different organization

reflecting your students and their world how many of the students in your social psychology course are psychology majors business sociology education in the 10th edition of social psychology david myers once again weaves an inviting and compelling narrative that speaks to all of your students regardless of background or

intended major through examples and applications as well as marginal quotations from across the breadth of the liberal arts and sciences myers draws students into the field of social psychology at the same time myers is also in tune with the ever changing state of social psychology research boasting over 650 new citations in the 10th edition social psychology is as current as it is captivating research close up and inside story features throughout the book provide deeper exposure to key research and researchers marginal quotations examples and applications throughout each chapter and the concluding applying social psychology chapters all ensure that regardless of your students interests and future plans social psychology will engage them this 10th edition also features the contributions of jean twenge author of generation me and the narcissism epidemic further bolstering the direct connection to today s students

you know his name you trust his work now david myers brings you a textbook that speaks to all students regardless of their background or level of preparedness known as myers no assumptions text this book strives to make the vocabulary examples and presentations accessible to all students this briefer more colorful visually stirring text offers rich presentations of psychology s core concepts and research examined through the everyday lives of diverse people and like all david myers books the storyteller s voice is distinctive and for this edition of psychology in everyday life dr myers introduces something completely new never before found in a myers text a coauthor

david myers new partnership with coauthor c nathan dewall matches two dedicated educators and scholars each passionate about teaching psychological science through writing and interactive media with this new edition of the 1 bestselling psychology myers and dewall take full advantage of what an integrated text media learning combination can do new features move students from reading the chapter to actively learning online how would

you know puts students in the role of scientific researcher and includes tutorials on key research design principles assess your strengths self tests help students learn a little more about themselves and include tips about nurturing key strengths these and other innovations rest on the same foundations that have always distinguished a new david myers edition exhaustive updating hundreds of new citations captivating writing and the merging of rigorous science with a broad human perspective that engages both the mind and heart

with an undeniable gift for writing david myers will lead your students on a guided tour of psychological science and poignant personal stories this ground breaking text is correlated directly to the ap course whether you are new to ap psychology or have many years under your belt this uniquely ap book program can help you achieve more

the new edition of exploring psychology offers outstanding currency on the research practice and teaching of psychology myers and dewall inspire students with fascinating findings and applications effective new study tools and technologies and a compassionate and compelling storytelling voice their presentation is based on the same guiding principles behind the entire family of textbooks that have made david myers the world's bestselling introductory psychology author facilitate learning by teaching critical thinking and helping students at every step present psychology as a science emphasizing the process of inquiry and putting facts in the service of concepts make sure students come away with an appreciation of psychology's big ideas and with a deeper respect for humanity what drives us distinguishes us unifies us this exploring psychology is the first to include myers handpicked co author nathan dewall shares myers belief that instilling a sense of curiosity and inquiry about psychological science is an effective way to help students navigate the content think critically and prepare for a lifetime of learning and living the extraordinary longtime myers ancillary author team is also here a group whose

teamwork consistency and commitment again sets the industry standard for instructor and student supplements

exploring social psychology by david myers is a brief modular introduction to social psychology with streamlined focus on issues such as belief and illusion prejudice and diversity and love and hate the brevity of each of the book's 31 stand alone modules makes this the perfect text for covering the core concepts in the field the new fourth edition contains expanded coverage of cultural diversity and the most current research from the 21st century

how reliable is our intuition how much should we depend on gut level instinct rather than rational analysis when we play the stock market choose a mate hire an employee or assess our own abilities in this engaging and accessible book david g myers shows us that while intuition can provide us with useful and often amazing insights it can also dangerously mislead us drawing on recent psychological research myers discusses the powers and perils of intuition when judges and jurors determine who is telling the truth mental health workers predict whether someone is at risk for suicide or crime coaches players and fans decide who has the hot hand or the hot bat personnel directors hire new employees psychics claim to be clairvoyant or to have premonitions and much more

david myers bestselling psychology has reached a wider audience of students and instructors with each new edition myers and his team lead the field in being attuned to psychology's research and the needs of the instructors and students in the course today ten million student class testers and thousands of adopting instructors can attest to the quality of this project true to form this landmark new tenth edition is another vigorous deeply considered revision dsm 5 updates available for fall 2014 classes this update version features new

content from david myers in response to the release of the dsm 5 this new content is integrated into the text without changing pagination or the structure of the chapters a special dsm 5 supplement by the david myers is available for fall 2013 and spring and summer 2014 courses view the page referenced guide to the dsm 5 updates for psychology watch our new videos from david myers here including our animation on the testing effect narrated by david myers

creating an exceptionally student friendly textbook in psychology isn't just about making the chapters shorter and pages more colorful it's about using that type of format to provide a clear portrait of psychological science concise but not oversimplified all while continually answering the recurring student question what does this have to do with me david myers brief introduction to psychology psychology in everyday life certainly does offer brief easily manageable chapters and a colorful image rich design both shaped by extensive research class testing and instructor student feedback but what makes it such an exceptional text is what flows through those chapters rich presentations of psychology's core concepts and field defining research examined in context of the everyday lives of all kinds of people around the world and communicated in the captivating storyteller's voice that is instantly recognizable as myers the new edition of psychology in everyday life offers an extraordinary amount of new research effective new inquiry based study tools and further design innovations all while maintaining its trademark brevity and clean layout and it is accompanied by an innovative media supplements of the same scope as all of david myers more comprehensive textbooks

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Introduction

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