

Scientific American Psychology Deborah Licht

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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 psychology's 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

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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 25 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

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