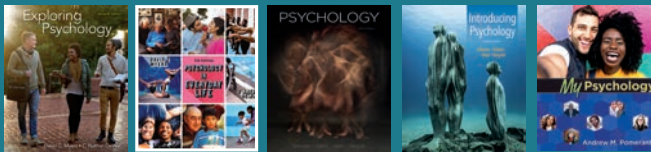
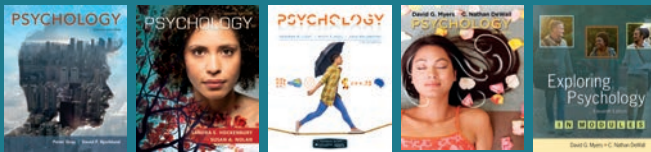




Introductory Psychology



Content Matters.
To you. To your students. To our authors.

WE DO MORE SO YOU CAN **ACHIEVE MORE.**



Worth Introductory Psychology

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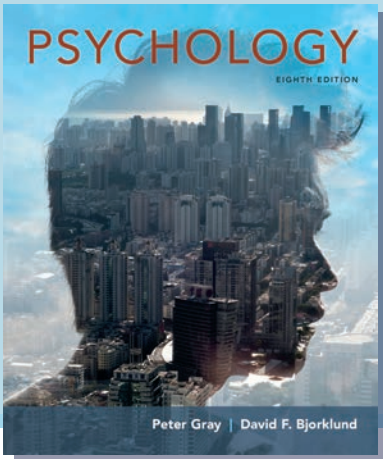
Worth Publishers' titles for introductory psychology give you a variety of effective ways to introduce the science of psychology to your students.

Writing alone or as part of a team, each author draws on his or her unique experiences in the discipline and in the classroom, and the range of approaches means there's an ideal book here for all types of introductory psychology courses.

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See for yourself by reviewing a chapter from each text.

For each introductory psychology textbook presented here, we've made a representative chapter available online.



GRAY & BJORKLUND

Psychology

EIGHTH EDITION ©2018

Achieve Read & Practice only: 978-1-319-20710-6

LaunchPad only: 978-1-319-06034-3

Looseleaf + Achieve Read & Practice: 978-1319-21929-1

Looseleaf + LaunchPad: 978-1-319-16755-4



Inspiring students to explore the big ideas and discoveries of psychology

WITH ITS **EVOLUTIONARY PERSPECTIVE** and emphasis on critical thinking, Peter Gray's introductory psychology textbook has always been uniquely effective at helping students identify and think about the field's big ideas. Gray and co-author David Bjorklund take that approach to a new level with this edition of this fully integrated text/media resource.

With a functionalist orientation throughout the book, the authors pay more than the usual amount of attention to cross-cultural research and to behavioral processes as they operate in the contexts of people's everyday lives.

In **Chapter 3, Genetics and Evolutionary Foundations of Behavior**, you'll see the authors' signature focus on the evolutionary approach to psychology, as well as:

- **Recent research and references**, mainly to works published within the past five years, giving students a thoroughly contemporary view of psychological science.
- **Thinking Critically About... questions** that help students consider the major ideas in each chapter.
- **Focus Questions** directing students' attention to the main idea, argument, or evidence addressed in the adjacent paragraphs of text. They serve as a useful study aid and help to guide students' reading and review.
- **Reflections and Connections** at the end of the chapter expands on the broad themes of the chapter, points out relations to ideas discussed in other chapters, and raises new ideas for students to consider as they reflect on the chapter.

Review **Chapter 3, Genetics and Evolutionary Foundations of Behavior** from *Psychology*, Eighth Edition at macmillanlearning.com/gray8genetics

CHAPTER 3: GENETICS AND EVOLUTIONARY FOUNDATIONS OF BEHAVIOR

CHAPTER OUTLINE

- Review of Basic Genetic Mechanisms
- Inheritance of Behavioral Traits
- Evolution by Natural Selection
- Natural Selection as a Foundation for Functionalism
- Natural Selection as a Foundation for Understanding Species-Typical Behaviors
- Evolutionary Analyses of Mating, Aggression, and Helping
- Thinking Critically About Genetics and Evolution
- Reflections and Connections

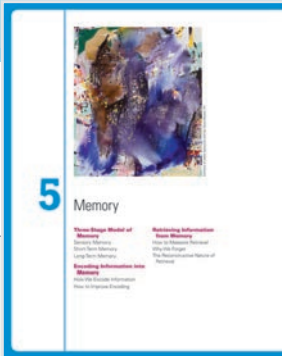
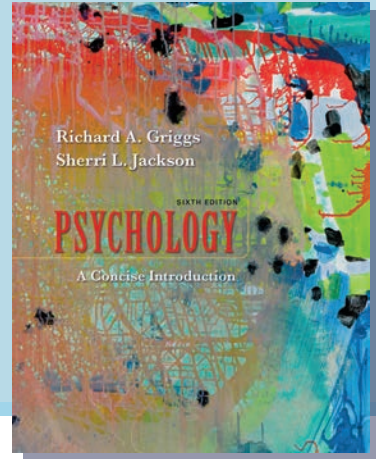


Peter O. Gray, Boston College
David F. Bjorklund, Florida Atlantic University

NEW!
GRIGGS & JACKSON
Psychology:
A Concise Introduction

SIXTH EDITION ©2020

LaunchPad only: 978-1-319-23746-2
Paper Text + LaunchPad: 978-1-319-135573-9



CHAPTER 5: MEMORY

Three-Stage Model of Memory

Sensory Memory
Short-Term Memory
Long-Term Memory

Encoding Information into Memory

How We Encode Information
How to Improve Encoding

Retrieving Information from Memory

How to Measure Retrieval
Why We Forget
The Reconstructive Nature of Retrieval



Richard A. Griggs
University of Florida
Sherri L. Jackson
Jacksonville University

An expert introduction at an unbeatable price

WITH THIS ACCLAIMED TEXT, your students get a rich survey of the field's fundamental research, in just ten concise chapters. It's a carefully reviewed and developed print/interactive resource you can trust—and all for under \$40 to the student (LaunchPad version)!*

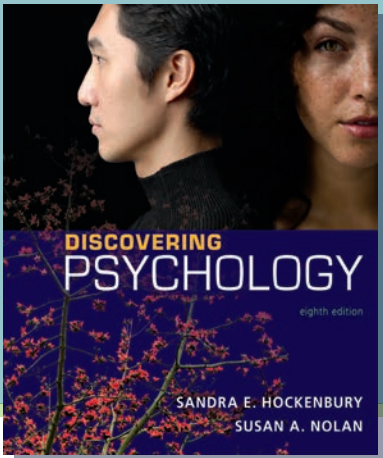
Based on introductory psychology course research, Richard Griggs made informed choices on which topics to cover, writing only 10 chapters which are easily covered in one term:

- 1 The Science of Psychology
- 2 Neuroscience
- 3 Sensation and Perception
- 4 Learning
- 5 Memory
- 6 Thinking and Intelligence
- 7 Developmental Psychology
- 8 Personality Theories and Assessment
- 9 Social Psychology
- 10 Abnormal Psychology

The book also includes an **integrated study guide** in each chapter. Furthermore, each edition is carefully updated, bringing new content and research while maintaining the book's trademark brevity. Along with the core content and pedagogy in the textbook, integrated online teaching and learning resources are available in **LaunchPad**, complete with **LearningCurve adaptive quizzing**.

Review **Chapter 5, Memory** from *Psychology: A Concise Introduction*, Sixth Edition at macmillanlearning.com/griggs6memory

*price subject to change without notice



HOCKENBURY & NOLAN

Discovering Psychology

EIGHTH EDITION ©2019

Achieve Read & Practice only: 978-1-319-24240-4

LaunchPad only: 978-1-319-06708-3

Looseleaf + Achieve Read & Practice: 978-1-319-16822-3

Looseleaf + LaunchPad: 978-1-319-16822-3

Develop scientific literacy in the context of psychology

THIS ACCLAIMED CLASSROOM FAVORITE makes the science of psychology (and through that, the process of science itself) come alive for students. Sandra Hockenbury and Susan Nolan use personal stories to explain important concepts in a student-friendly way, covering the field's scientific foundations and advances accessibly but without oversimplifying. Hockenbury and Nolan also focus on addressing the many common myths and misconceptions about the field of psychology.

This updated edition extends the book's focus on developing scientific literacy in a psychology context and offers deeper integration of the text's print and digital components. You'll see this in the book's chapter on sensation and perception (Chapter 3):

- The chapter's **Myth or Science** feature asks if it's true that:
 - Subliminal messages in advertising can make you buy particular products?
 - An object's color is not an intrinsic property of the object?
 - Pheromones can make some people irresistible to members of the preferred sex?
 - Different tastes are detected on different parts of your tongue?
 - Most psychologists study ESP?
 - Magnets can relieve pain?
- The chapter's **Think Like A Scientist** digital feature (in LaunchPad) asks students if they think they have psychic powers.

- **Updates** include the latest research on parapsychology and a 2018 study of the odor vocabularies of a hunter-gatherer group in the Malaysian rain forest.
- **Critical Thinking** box takes a scientific look at the possibility of ESP.
- **Culture and Human Behavior** asks if people from different cultures perceive the world differently.
- **In Focus** looks at the phenomena of "the dress that broke the Internet" and a new **Focus on Neuroscience** looks at a man whose vision was surgically restored, and how his perception was affected by his lack of visual experience.



Sandra E. Hockenbury

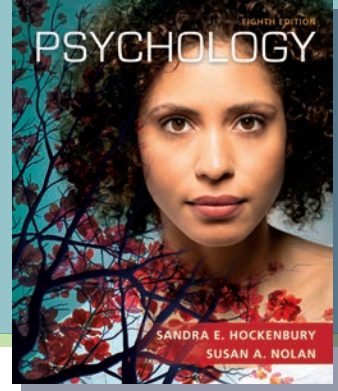
Susan A. Nolan, Seton Hall University

Review **Chapter 3, Sensation and Perception** from *Discovering Psychology*, Eighth Edition at macmillanlearning.com/hockdisco8esensation

ALSO AVAILABLE
Psychology

EIGHTH EDITION ©2016

Achieve Read & Practice only: 978-1-319-20697-0
 LaunchPad only: 978-1-319-06708-3
 Looseleaf + Achieve Read & Practice: 978-1-319-21943-7
 Looseleaf + LaunchPad: 978-1-319-16822-3



Sandra E. Hockenbury
 Susan A. Nolan, Seton Hall University

HOCKENBURY AND NOLAN also offer a full-length version of their text, which includes a separate chapter on gender and sexuality (Chapter 10). *Psychology* is similar in content and pedagogical approach to the briefer text, and similarly grounded in the belief that any student can develop a real understanding of psychology as well as a lasting scientific literacy.

Review **Chapter 3, Sensation and Perception** from *Psychology*, Eighth Edition at macmillanlearning.com/hockenbury8esensation



CHAPTER 3: SENSATION AND PERCEPTION

IN THIS CHAPTER

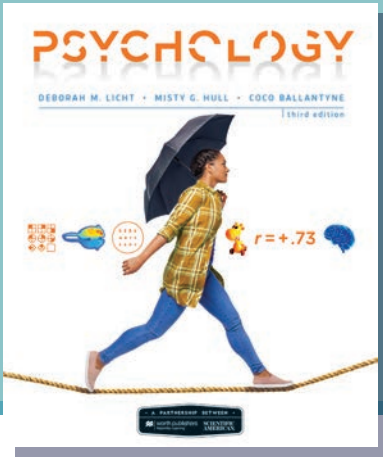
- Introduction: What Are Sensation and Perception?
- Vision: From Light to Sight
- Hearing: From Vibration to Sound
- The Chemical and Body Senses: Smell, Taste, Touch, and Position
- Perception
- Perceptual Illusions
- The Effects of Experience on Perceptual Interpretations
- PSYCH FOR YOUR LIFE: Strategies to Control Pain



CHAPTER 3: SENSATION AND PERCEPTION

IN THIS CHAPTER

- Introduction: What Are Sensation and Perception?
- Vision: From Light to Sight
- Hearing: From Vibration to Sound
- The Chemical and Body Senses: Smell, Taste, Touch, and Position
- Perception
- Perceptual Illusions
- The Effects of Experience on Perceptual Interpretations
- PSYCH FOR YOUR LIFE: Strategies to Control Pain



NEW!
LICHT, HULL, & BALLANTYNE

Scientific American: Psychology

THIRD EDITION ©2020

Achieve Read & Practice only: 978-1-319-24242-8

LaunchPad only: 978-1-319-19047-7

Looseleaf + Achieve Read & Practice: 978 1 319 33708-7

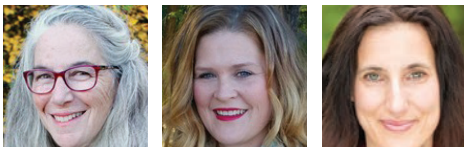
Looseleaf + LaunchPad: 978 1 319 22154 6

Real stories, real engagement, real answers to student and instructor challenges

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.

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.

Chapter 2, Research Methods in *Scientific American: Psychology* tells the story of **Anais Border**, and how a chance discovery on YouTube led her to **Samantha Futerman**, the twin sister she never knew she had. The chapter features video interviews with Anais and Sam.



Deborah Licht, Pikes Peak Community College
Misty Hull, Pikes Peak Community College
Coco Ballantyne

Also in the chapter:

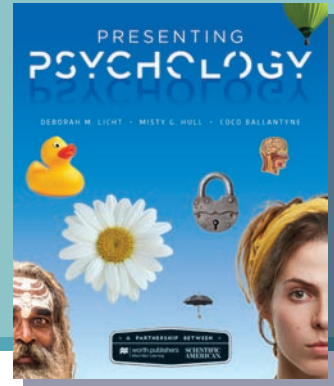
- **Three infographics:**
 - The Scientific Method
 - The Correlation Coefficient: What's in a Number?
 - The Experimental Method: Are You in Control?
- **Nature and Nurture** looks at insights from twin research.
- **Across the World** locates the happiest places on the planet.
- **Didn't See That Coming** shows the unexpected impact of *SpongeBob SquarePants* on a group of 4 year-olds.
- **From the pages of Scientific American** provides evidence that panic over teen screentime is overstated.
- **Your Scientific World** (in LaunchPad) asks students to design a study and analyze the results.

Review **Chapter 2, Research Methods** from *Scientific American: Psychology*, Third Edition at macmillanlearning.com/sciam3eresearchmethods

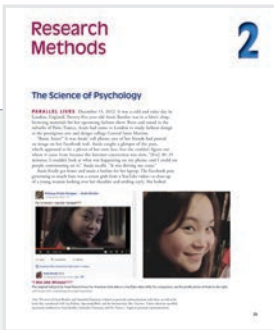
ALSO AVAILABLE
**Scientific American:
 Presenting Psychology**

SECOND EDITION ©2019

Achieve Read & Practice only: 978-1-319-16987-9
 LaunchPad only: 978-1-319-06698-7
 Looseleaf + Achieve Read & Practice: 978-1-319-25116-1
 Looseleaf + LaunchPad: 978-1-319-11449-7



Deborah Licht, Pikes Peak Community College
 Misty Hull, Pikes Peak Community College
 Coco Ballantyne



CHAPTER 2: RESEARCH METHODS

CHAPTER OUTLINE
 AND LEARNING OBJECTIVES

- The Science of Psychology
- The Experimental Method
- Analyzing the Data
- The Research Must Be Ethical

THE BRIEFER VERSION OF THE TEXT includes 14 chapters and offers the same approach as the comprehensive text—chapters centered around video interviews of compelling individuals, *Scientific American*-style writing, easy-to-follow infographics, innovative immersive learning activities, and a unique **Chapter 0. Are You Ready for This?**, which sets students up for academic success.

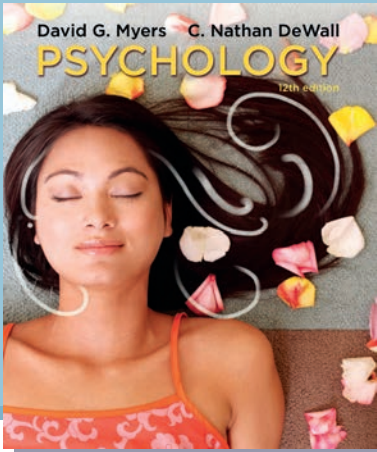
Review **Chapter 5, Learning** from *Scientific American: Presenting Psychology*, Second Edition at macmillanlearning.com/sciambrief2learning



CHAPTER 5: LEARNING

CHAPTER OUTLINE

- An Introduction to Learning
- Classical Conditioning
- Operant Conditioning
- Observational Learning and Cognition



MYERS & DEWALL

Psychology

TWELFTH EDITION ©2018

Achieve Read & Practice only: 978-1-319-20539-3

LaunchPad only: 978-1-319-06798-4

Looseleaf + Achieve Read & Practice: 978-1-319-21966-6

Looseleaf + LaunchPad: 978-1-319-16761-5

The book that has taught a generation of students to love psychology!

THERE'S A REASON THESE AUTHORS have had the best-selling introductory psychology texts for 25 years. David Myers and Nathan DeWall work in a fully immersive, fully collaborative way, developing every chapter of every book one page, one idea, one learning outcome at a time. That's why edition after edition, Myers/DeWall textbooks and integrated media offer more new content—and more new ways of presenting and engaging with that content—than other introductory psychology textbooks. And instructors and students seem to appreciate their daily labor of love, as they regularly get letters of thanks and appreciation—even from students!

In **Chapter 13, Social Psychology**, you will find:

- **Recent citations**, including a 2017 study on racial discrimination by Uber and Airbnb, and a 2016 study that showed that gays and lesbians were the groups most at risk of hate crimes.
- **A new infographic, Thinking Critically About: The Internet as Social Amplifier** shows how social media connects like-minded people and strengthens their ideas.

Review **Chapter 13, Social Psychology** from *Psychology*, Twelfth Edition at macmillanlearning.com/myers12socialpsych

- **Links to unique features created by Myers and DeWall** in LaunchPad:

- The **Assess Your Strengths** self-assessment activity for this chapter asks, Are You a Skilled Opener, and How Does This Affect Your Relationships?
- In the **How Would You Know?** research activity for this chapter, students take the role of the researcher to see if there is a connection between hot temperatures and aggressive behavior.



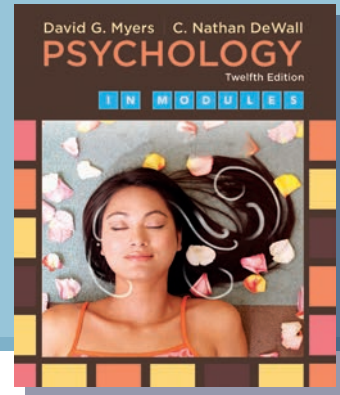
David G. Myers, Hope College
C. Nathan DeWall, University of Kentucky

Psychology

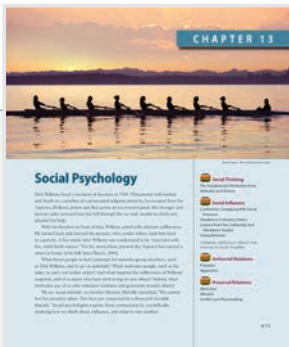
Twelfth Edition in Modules

©2018

Achieve Read & Practice only: 978-1-319-20715-1
 LaunchPad only: 978-1-319-06804-2
 Looseleaf + Achieve Read & Practice: 978-1-319-21935-2
 Looseleaf + LaunchPad: 978-1-319-16762-2



David G. Myers, Hope College
 C. Nathan DeWall, University of Kentucky



CHAPTER 13: SOCIAL PSYCHOLOGY

- Social Thinking
 - The Fundamental Attribution Error
 - Attitudes and Actions
- Social Influence
 - Conformity: Complying With Social Pressures
 - Obedience: Following Orders
 - Lessons from the Conformity and Obedience Studies
 - Group Behavior
 - Thinking Critically About: The Internet as Social Amplifier
- Antisocial Relations
 - Prejudice
 - Aggression
- Prosocial Relations
 - Attraction
 - Altruism
 - Conflict and Peacemaking

THE MODULAR VERSION BREAKS DOWN this edition's 16 chapters into 55 modules, assignable in any sequence and each brief enough to be read in one sitting. It's a format favored by a wide range of students and instructors, one that's supported by substantial research showing that students working with shorter reading assignments develop a deeper understanding of the material. In this version, the authors cover social psychology in four concise modules (Modules 41-44), with the same updated content and text and digital features as the chapter version.

Review the **social psychology modules** from *Psychology, Twelfth Edition in Modules* at macmillanlearning.com/myersmods12socialpsych



MODULES 41-44

- Social Thinking
- Social Influence
- Antisocial Relations
- Prosocial Relations



MYERS & DEWALL

Exploring Psychology

ELEVENTH EDITION ©2019

Achieve Read & Practice only: 978-1-319-25212-0

LaunchPad only: 978-1-4641-9995-0

Looseleaf + Achieve Read & Practice: 978-1-319-34026-1

Looseleaf + LaunchPad: 978-1-319-06148-7

Helping students find their way through psychology — and use psychology to find their way through life

MYERS AND DEWALL'S CAREFULLY WRITTEN, best-selling brief text helps students acquire the questioning mindset and critical thinking skills that psychologists use, while also developing a deep empathy for the human condition. It's this combination—engaging both the mind and the heart—that truly distinguishes the text, giving students a strong foundation for navigating their academic challenges, and ultimately their lives at home, in the workplace, and as global citizens.

In **Chapter 12, Social Psychology**, look for:

- **Recent research** including a 2018 study of race-related implicit bias in police officers.
- **Recent events** including sexual crime in the U.S. Women's Gymnastics program, and Cape Town's drastic water rationing during a devastating drought.
- **New "Ask Yourself"** questions to help students further engage with the content.
- **SQ3R (Survey, Question, Read, Retrieve, Review)** study technique (also used throughout the text), shown by research to improve retention.
- **Engage and Retain icons:**



Engage icons throughout flag the many hands-on opportunities for students to apply concepts to their own lives.



Retain icons highlight where students can connect concepts and test their understanding.

- **Links to unique features created by Myers and DeWall** in LaunchPad:

- The new professionally narrated **Audiobook** of the text (the first of its kind).
- The new **Assess Your Strengths** self-assessment activity for this chapter, which asks, Are You a Skilled Opener, and How Does This Affect Your Relationships?
- The **How Would You Know?** research activity for this chapter, in which students take the role of the researcher to see if there is a connection between hot temperatures and aggressive behavior.

Review **Chapter 12, Social Psychology** from *Exploring Psychology*, Eleventh Edition at macmillanlearning.com/ep11esocialpsych



David G. Myers, Hope College
C. Nathan DeWall, University of Kentucky

Exploring Psychology

Eleventh Edition in Modules

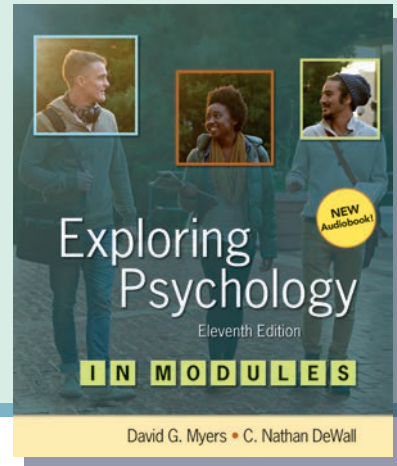
©2019

Achieve Read & Practice only: 978-1-319-25214-4

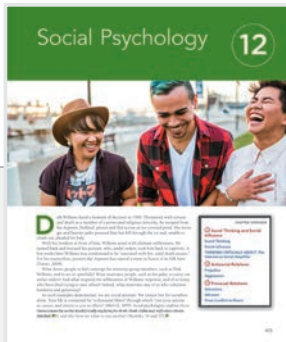
LaunchPad only: 978-1-4641-7771-2

Looseleaf + Achieve Read & Practice: 978-1-319-35575-3

Looseleaf + LaunchPad: 978-1-319-06154-8



David G. Myers, Hope College
C. Nathan DeWall, University of Kentucky



CHAPTER 12: SOCIAL PSYCHOLOGY

Social Thinking and Social Influence

Social Thinking

Social Influence

Thinking Critically About:

The Internet as Social Amplifier

Antisocial Relations

Prejudice

Aggression

Prosocial Relations

Attraction

Altruism

From Conflict to Peace

THE MODULAR VERSION BREAKS DOWN the book's 15 chapters into 46 modules, assignable in any sequence, with each module brief enough to be read in one sitting. It's a format students and teachers love, and research shows that breaking up assignments into briefer readings leads to better classroom results. In this version, the authors cover social psychology in three concise modules (Modules 35-37), with the same updated content and text and digital features as the chapter version.

Review the **social psychology modules** from *Exploring Psychology, Eleventh Edition in Modules* at macmillanlearning.com/eim11socialpsych



MODULES 35-37: SOCIAL PSYCHOLOGY

Module 35: Social Thinking and Social Influence

Module 36: Antisocial Relations

Module 37: Prosocial Relations

NEW!
MYERS & DEWALL

Psychology in Everyday Life

FIFTH EDITION ©2020



Achieve Read & Practice only: 978-1-319-24152-0
LaunchPad only: 978-1-319-24155-1
Looseleaf + Achieve Read & Practice: 978-1-319-33242-6
Looseleaf + LaunchPad: 978-1-319-33238-9

Psychological science—for *every* student.
No assumptions. No prerequisites.

MYERS AND DEWALL'S BRIEFEST (427 pages) AND MOST AFFORDABLE introduction to psychology speaks to all students, with no assumptions made about their gender identity, sexual orientation, physical abilities, life experiences, relationship or family status, or about their cultural, economic, or educational background. The new Student Success preface ("**How to Apply Psychology to Live Your Best Life**") guides students in Self-Care and Self-Improvement, Time Management and Study Tips, Social Life, and Finding Meaning and Pursuing Goals. The new edition also offers an especially up-to-date **Sex, Gender, and Sexuality** chapter (Chapter 4).

In the opening chapter, **Psychological Roots, Critical Thinking, and Self-Improvement Tools**, you will find:

- A **refreshingly accessible presentation** of the topic, with coverage based on Myers and DeWall's criteria: Would an educated person need to know this? Will this help students live better lives?
- A new section, "**Psychological Science in a Post-Truth World**," accompanied by a new tutorial animation in LaunchPad
- Periodic **Retrieve and Remember** self-tests, and **Ask Yourself** questions to improve retention and provide additional everyday life applications
- Two **Thinking Critically About infographics**:
 - **The Scientific Attitude** looks at three key supporting elements for scientific inquiry: curiosity, skepticism, and humility.
 - **Corelation and Causation** looks at why correlations enable prediction but not cause-effect explanation.
- The **How Would You Know?** research activity in LaunchPad for this chapter asks if there is really such a thing as a "hot hand" in basketball.

Review **Chapter 1, Psychological Roots, Critical Thinking, and Self-Improvement Tools** from *Psychology in Everyday Life*, Fifth Edition at macmillanlearning.com/pel5eCh1



CHAPTER 1: PSYCHOLOGICAL ROOTS, CRITICAL THINKING, AND SELF-IMPROVEMENT TOOLS

SURVEY THE CHAPTER

Psychology Is a Science
The Need for Psychological Science
How Do Psychologists Ask and Answer Questions?
Psychology's Research Ethics
Use Psychology to Improve Your Life and Become a Better Student



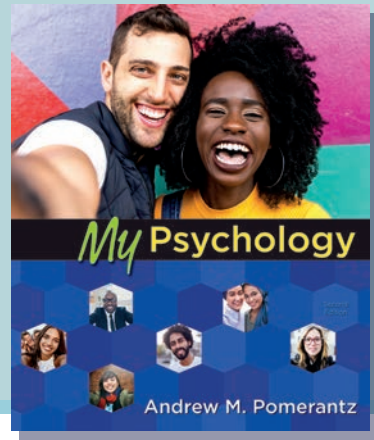
David G. Myers, Hope College
C. Nathan DeWall, University of Kentucky

NEW!
POMERANTZ

My Psychology

SECOND EDITION ©2020

Achieve Read & Practice only: 978-1-319-27242-5
LaunchPad only: 978-1-319-27237-1
Looseleaf + Achieve Read & Practice: 978-1-319-33278-5
Looseleaf + LaunchPad: 978-1-319-33276-1



CHAPTER 6: LEARNING

CHAPTER OUTLINE

What Is Learning?
Classical Conditioning
Operant Conditioning
Observational Learning
Biological Influences on Learning
Cognitive Influences on Learning



Andrew Pomerantz,
Southern Illinois
University Edwardsville

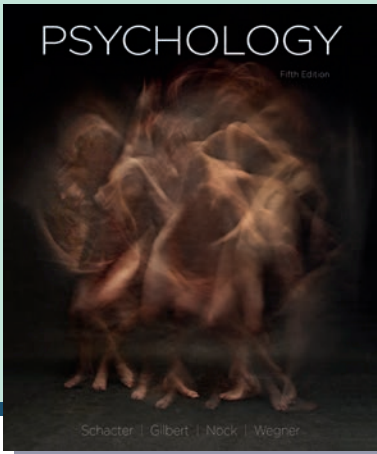
With *My Psychology*, Intro Psych is Intro Me.

MY PSYCHOLOGY invites students to make a personal connection to the science of psychology with a combination of relatable writing and digital technology (including smartphone apps and student videos) to make the course real and immediate for readers. As part of the book's emphasis on the APA guidelines for undergraduate courses, coverage of culture and diversity is infused throughout the book and highlighted with Diversity Matters flags in every chapter. In addition, a full chapter on Diversity in Psychology explores key topics in depth.

Chapter 6, Learning offers vivid examples of the book's features:

- **Chapter Apps** link students to phone- and computer-based apps that illustrate psychological principles in action—in this case, apps that reflect classical conditioning (Aqualert Water Reminder), reinforcement (ChoreMaster), and punishment (stickK).
- The chapter's **MyTake video** (in LaunchPad), asks a real student about his time as a dog handler in the military.
- **Diversity Matters** highlight specific diversity coverage. Chapter 6 reveals that what is reinforcing in one culture may not be in another.
- Several **Life Hack** mini-boxes throughout the chapter offer readers practical advice based on published research.
- **Research to Real Life** looks at classical conditioning in advertisting.
- **Current Controversy** asks if violence in the media causes violence in real life.
- **Watching Psychology** looks at home run rates as an example of schedules of reinforcement.
- The **Show Me More** links at the end of the chapter point readers to additional videos on the web—in this case further examples and explanations of classical conditioning.

Review **Chapter 6, Learning** from *My Psychology*, Second Edition at macmillanlearning.com/pomerantz2elearning



NEW!
SCHACTER, GILBERT, NOCK, & WEGNER

Psychology

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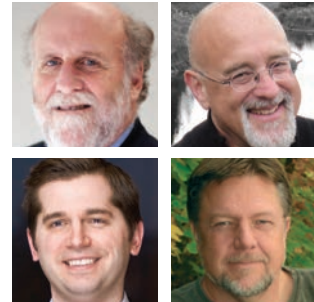
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The page-turning textbook that inspires a love of science.

PSYCHOLOGY'S AUTHOR TEAM is equally at home in the classroom, in the lab, and on the bestsellers list, with each author an expert teacher, accomplished researcher, and popular writer for general audiences. Dedicated to inspiring a lifelong love of science, they provide captivating coverage of the field's foundations with an offbeat, example-rich writing style that's anything but that of a typical textbook.

As you'll see in **Chapter 2, Methods in Psychology**, the new edition of *Psychology* includes:

- **Learning Outcomes** to help students come away from the reading with a "big picture" understanding of psychology as a living science, not just a collection of facts.
- **New Coverage** of the importance of replication and efforts to estimate the replication rate in psychological research.
- **Fascinating features.** In the methods chapter:
 - **Hot Science** looks at the latest research on the correlation between hate posts on Facebook and hate crimes.
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 - **Other Voices** brings in law professor Cass Sunstein to argue that taxpayer-supported scientific research is an investment, not merely an expense.
 - **Changing Minds Questions** in the end-of-chapter section ask readers to consider how they would respond to common misconceptions about psychology.
- The chapter's **Data Visualization Activity** (in LaunchPad) asks students to look at the correlation of SAT scores to family income and education level.



Clockwise: Daniel L. Schacter, Daniel T. Gilbert, Matthew K. Nock, Daniel M. Wegner (late), all of Harvard University

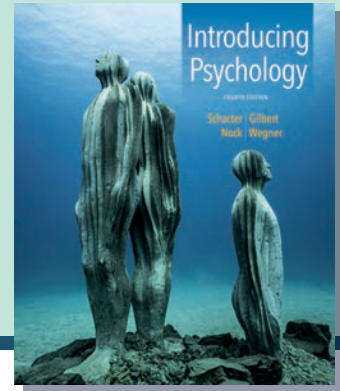
Review **Chapter 2, Methods in Psychology** from *Psychology*, Fifth Edition at macmillanlearning.com/sgnwpsych5emethods

ALSO AVAILABLE

Introducing Psychology

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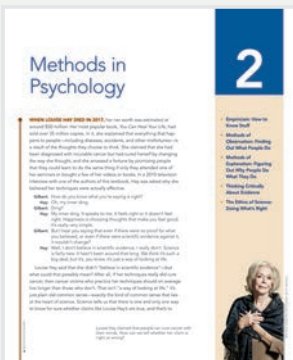
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Daniel L. Schacter, Daniel T. Gilbert, Matthew K. Nock,
 Daniel M. Wegner (late), all of Harvard University

THE EXTRAORDINARY AUTHOR TEAM behind *Psychology* also offers this more concise introductory psychology textbook—an approachable, engagingly written survey of the field’s main ideas, filled with unusual stories, memorable examples, and humor to engage all kinds of students.

Review **Chapter 3, Neuroscience and Behavior** from *Introducing Psychology*, Fourth Edition at macmillanlearning.com/sgnwintro4neuroscience



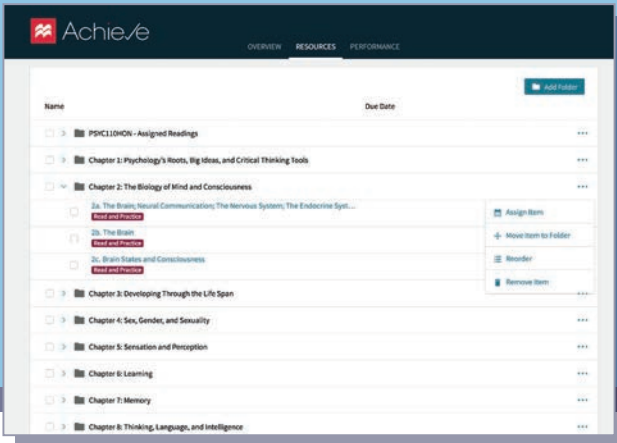
CHAPTER 2: METHODS IN PSYCHOLOGY

- Empiricism: How to Know Stuff
- Methods of Observation: Finding Out What People Do
- Methods of Explanation: Figuring Out Why People Do What They Do
- Thinking Critically About Evidence
- The Ethics of Science: Doing What’s Right



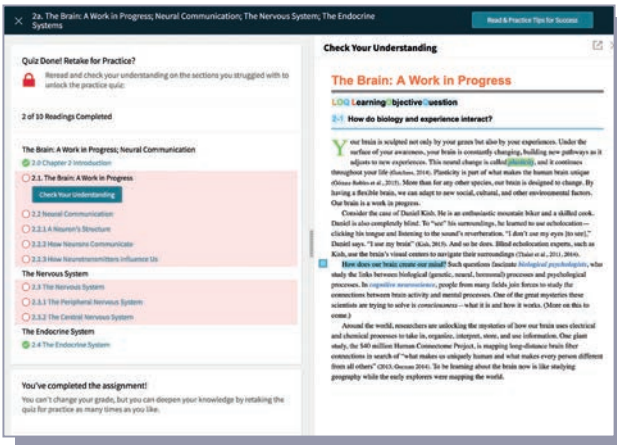
CHAPTER 3: NEUROSCIENCE AND BEHAVIOR

- Neurons: The Origin of Behavior
- The Electrochemical Actions of Neurons: Information Processing
- The Organization of the Nervous System
- Structure of the Brain
- The Development and Evolution of Nervous Systems
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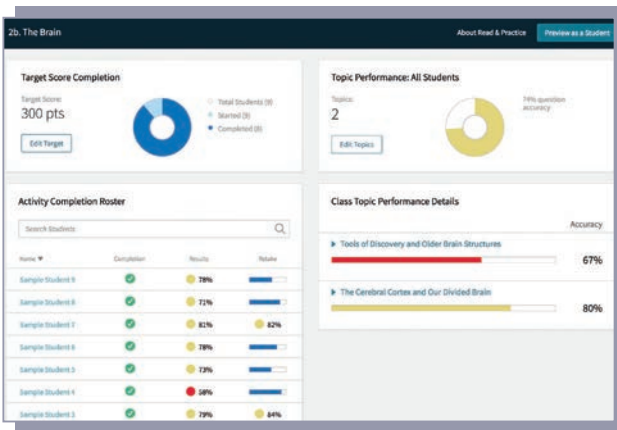
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UNIVERSITY OF ARIZONA Instructor: Brian Hobbhoffer Course: 303 Section: 101

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Assignments: 4 Show past due

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- Chapter 02. The Biology of Mind and Consciousness
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Of the following options, which one represents the best participant(s) for your study?

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- One person or a small group of people who have average memory abilities
- One person or a small group of people who have extremely poor memory abilities
- One person or a small group of people with a family history of memory loss

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