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Did you know that Facebook use can affect grades, and that only about 1% of students in a research study could correctly draw the Apple logo? Written in an engaging style that speaks directly to readers with examples of psychological concepts drawn from daily life, this brief introductory text makes the study of psychology interesting while providing solid grounding in the subject's knowledge base to help you succeed in the course. With built-in learning aids, *ESSENTIALS OF PSYCHOLOGY: CONCEPTS AND APPLICATIONS*, 5th Edition features an effective learning system that helps you absorb and remember important information. In MindTap, the text's online learning experience, you'll find author podcasts and videos that you can access from your smart phone, direct links to TEDTalks, interactive learning activities, cool apps, and more.

Essentials of Psychology introduces contemporary psychological research and caters to the varied needs of students and instructors. The book is composed of 14 basic chapters, which provide comprehensive coverage of theories and research within each of the traditional areas of psychology. Chapters are dedicated to topics that discuss the major divisions of psychology; the physiological basis of behavior; the ways people change and the ways they stay the same over time; personality and behavior assessment; and treatment of psychological problems. Psychologists, students, and teachers of psychology will find this textbook very invaluable.

Featuring a dynamic storytelling approach, *Essentials of Psychology: Concepts Revealed Through Compelling Stories* introduces students to ideas, theories, research, and major concepts in psychology through highly engaging and accessible narratives. The book is designed to pique students' interest, engage their natural curiosity in psychology, and help them immediately apply key learnings to their own lives. The text covers major concepts and topics in psychology, including social scientific inquiry, sensation and perception, learning, memory, intelligence, cognition, emotion, personality, mental disorders, and more. Each chapter begins and ends with interesting stories that are immersive, entertaining, and help students better understand why we behave the ways we do. Each chapter also touches upon the history, theories, research, notable figures, and applications of the central topic, providing students with a valuable yet manageable introduction to the discipline. With a goal to keep from overwhelming students with more information than they can possibly

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remember, the text provides a thoughtful amount of information to familiarize students with the essentials of psychology and encourage meaningful, personal connections. A unique and vibrant option, Essentials of Psychology is an excellent resource for foundational courses in psychology, especially for those that seek to engage and inspire. Jeffrey A. Kottler is one of the most prominent authors in the fields of psychology, health, and education, having written over 100 books across a broad range of topics. He is professor emeritus at California State University, Fullerton and resident scholar at the Alliance for Multicultural Community Service in Houston, Texas, where he works on issues related to refugee mental health and wellness.

An easy-to-understand overview of the key concepts of psychological testing Fully updated and revised, the second edition of Essentials of Psychological Testing surveys the basic principles of psychometrics, succinctly presents the information needed to understand and evaluate tests, and introduces readers to the major contemporary reference works in the field. This engaging, practical overview of the most relevant psychometric concepts and techniques provides the foundation necessary for advanced study in the field of psychological assessment. Each clear, well-organized chapter includes new examples and references, featuring callout boxes highlighting key concepts, bulleted points, and extensive illustrative material, as well as “Test Yourself” questions that help gauge and reinforce readers’ grasp of the information covered. The author’s extensive experience and deep understanding of the concepts presented are evident throughout the book, particularly when readers are reminded that tests are tools and that, like all tools, they have limitations. Starting with a basic introduction to psychological tests, their historical development, and their uses, the book also covers the statistical procedures most frequently used in testing, the frames of reference for score interpretation, reliability, validity and test item considerations, as well as the latest guidelines for test selection, administration, scoring and reporting test results. Whether as an orientation for those new to the field, a refresher for those already acquainted with it, or as reference for seasoned clinicians, this book is an invaluable resource. SUSANA URBINA, PHD, is Professor Emeritus of Psychology at the University of North Florida, where she taught courses in psychological testing and assessment. A Diplomate of the American Board of Assessment Psychology and a licensed psychologist, Dr. Urbina practiced in the field of psychological assessment for over a decade. She coauthored the seventh edition of Psychological Testing with Anne Anastasi and has published numerous articles and reviews in the area of psychological testing.

REA’s Essentials provide quick and easy access to critical information in a variety of different fields, ranging from the most basic to the most advanced. As its name implies, these concise, comprehensive study guides summarize the essentials of the field covered. Essentials are helpful when preparing for exams, doing homework and will remain a lasting reference source for students, teachers, and professionals. Psychology I includes research methods, perception, states of consciousness, human memory, language and thought, and a discussion of the brain and the nervous system.

From aggression to altruism, prejudice to persuasion, Essential Social Psychology 4e introduces students to the classic studies, the controversial debates and innovative research that define social psychology today. It gives students what they need to know about the key areas of social psychology whilst also demonstrating its relevance to current, real world events. New to this edition: Coverage of social neuroscience Inclusion of evolutionary psychology ‘Back to the Real World’ boxes which situate academic findings in the real life context of the world around you Online there are resources for students which create a complete learning experience to help students build confidence and apply their knowledge successfully in assignments and exams. You'll also find teaching materials to help every week which can be easily incorporated into your VLE.

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