

Scientific American Psychology Deborah Licht

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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.

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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 26 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. Assessable versions of the videos and infographics, and additional author-created activities are available in LaunchPad, the book ' s dedicated online course space. Together, the text and LaunchPad provide a seamless learning experience

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