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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

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

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

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

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

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 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

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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

david myers s psychology is a textbook like no other always fresh always introducing effective new tools for teaching and learning and always attuned to the fascinating ways that new research can shape the introductory psychology course the new eighth edition is vintage myers it redefines excellence for an introductory psychology textbook raising the standard with its expanded emphasis on diversity and gender issues its incorporation of new frontiers in research studies in such areas as neuroscience and cognition new learning features and its expanded media supplements package myers continues the tradition of previous editions of bonding psychological science with a broad perspective that engages both the mind and the heart

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

this new edition merges the rigor of science with a broad human perspective to provide a state of the art introduction to psychology from vivid presentation and intense attention to detail to research based study aids and media learning tools the inviting authorial voice of david myers speaks to the life experiences of all students

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

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