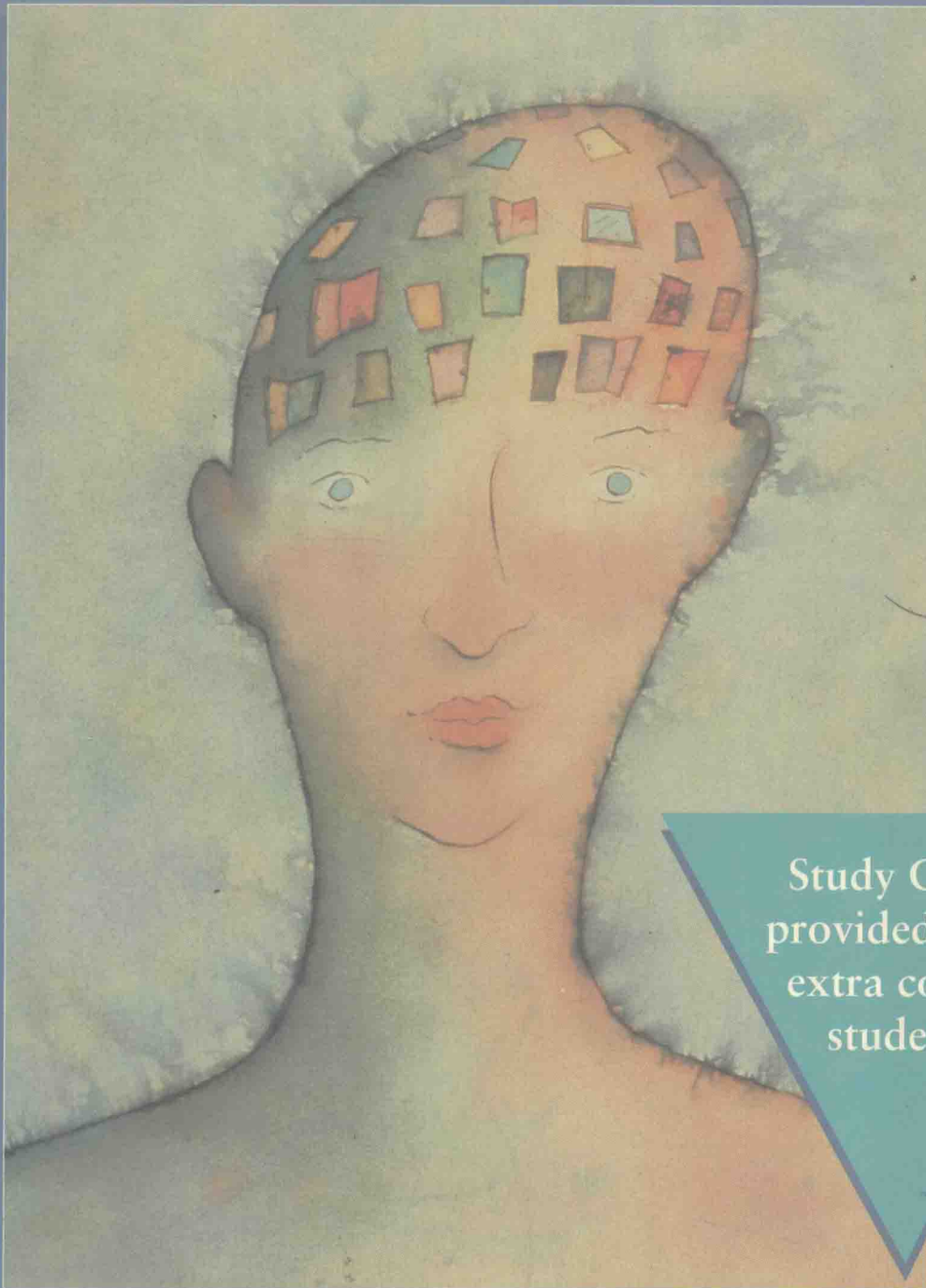


ESSENTIALS OF PSYCHOLOGY



Study Guide
provided at no
extra cost to
students

CONCEPTS AND APPLICATIONS

JOSH R. GEROW

ESSENTIALS
OF
PSYCHOLOGY
CONCEPTS AND APPLICATIONS

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ESSENTIALS
OF
PSYCHOLOGY

I realize that my name is on the cover of this book, and I am quite willing to take responsibility for this text. I am also quite willing to acknowledge that writing a textbook is a collaborative effort. It requires the loving support of family and friends. It requires the skilled craftsmanship of editors, designers, illustrators, and production people. It also requires the thoughtful guidance of colleagues willing to read early manuscript drafts and offer style and content suggestions.

For this text, input from colleagues has been particularly critical. I am convinced that if anyone were to write an introductory psychology textbook that adequately addressed all of the interests and desires of the psychologists who might use it, that text would be well over 2,000 pages long! As authors, we psychologists all seem to have our “favorite topics” that we feel should be included in an introductory text.

Fortunately, HarperCollins assembled a team of colleague-reviewers who shared my vision for this text. The basic idea was to prepare a brief, inexpensive text that presented the *essential concepts* of psychology, to present them clearly and fully, and to show how these concepts can be *applied* in everyday life. Hence our title: *Essentials of Psychology: Concepts and Applications*. An equally important goal was to build into the text as many features as possible to help the student appreciate and remember those concepts and applications. Although we wanted to build study-learning aids into the book, we wanted to do so in a way that would not interrupt the flow of the text itself. We wanted to avoid “clutter.” In this regard, I believe we have succeeded.

► Features of This Text

Because we see the pedagogical learning aids as so important, we have built a large number into the text itself. They include:

- ▼ **“Introduction: Using Psychology to Study Psychology”** fully details procedures for *effective how-to-study techniques*.
- ▼ **Chapter “Outlines”** provide a quick and easy overview of what is to come.
- ▼ **Chapter “Previews”** describe more fully the material to be covered in the chapter and demonstrate why psychologists care about this material, and why you as a student should care as well.
- ▼ **Boldface key terms and Marginal Glossary** highlight important terms and concepts; provide definitions in the text, in the margin (to aid review) and again in an endmatter Glossary.
- ▼ **“Before You Go On”** questions provide a “marker” for distributing one’s practice or study time and an opportunity for interim summarizing. Answers are provided in the Chapter “Summary.”
- ▼ **“Psychology in the Real World”** boxes describe an application of material in the chapter in real-world situations.
- ▼ **“Thinking Critically About...”** sections encourage you to think critically about the information in the chapter and to relate that information to your own personal experiences.

- ▼ The chapter “Summary” restates the major ideas presented in the chapter in an abbreviated form and provides answers to the “Before You Go On” questions.
- ▼ “Practice Tests” and answers provide a final review of material from the chapter in an objective test format as well as examples of what to expect on exams. Answers are provided in annotated form, fostering the learning-review process.

► *Supplements to Accompany the Text*

For the Instructor

- ▼ **The Integrator.** Uniquely bound-in to the front of the Instructor’s copy. Thirty-one pages are screened for easy identification. Contains complete cross-referencing guide to the entire package.
- ▼ **Instructor’s Resource Kit.** Conveniently packaged in a 3-ring binder. Comprehensive manual features many lecture enhancements including in-class demonstrations, time lines, biographical profiles, and critical thinking exercises for students. Detailed references to video, film and software are included.
- ▼ **Test Bank.** Contains 100 class-tested and peer-reviewed multiple choice and 10 essay questions per chapter.
- ▼ **TestMaster Computerized Test Bank.** Software allows instructor to edit existing questions and add new questions. Available in IBM and MAC versions.
- ▼ **Introductory Transparency Package.** Over 100 4-color acetates. Many illustrations come directly from our Psychology Laserdisc.
- ▼ **LectureShell.** Detailed chapter outlines that appear in Instructor’s Resource Kit and in the Study Guide, available for IBM computers. Instructors can edit outlines and create customized lecture notes.
- ▼ **Psychology Encyclopedia III Laserdisc.** State-of-the art media presentation, combining still photos, computer art, and moving images from all areas of psychology. Accompanied by a detailed Instructor’s Guide which includes a bar code directory.

For the Student

- ▼ **Study Guide.** Shrinkwrapped with the text at no extra cost to the student. Features 3 multiple-choice practice tests per chapter as well as chapter outline, learning objectives, and study tips.
- ▼ **SuperShell Computerized Tutorial.** Interactive tutorial program for IBM computers. Provides immediate correct answers to drills, practice exercises. Provides running score for student. Available for IBM-PC’s and compatibles.
- ▼ **Journey.** Gives students hands-on experience dealing with psychological experiments. Full-color graphics in many areas such as learning, memory, development. Available in IBM and MAC.

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Josh R. Gerow

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