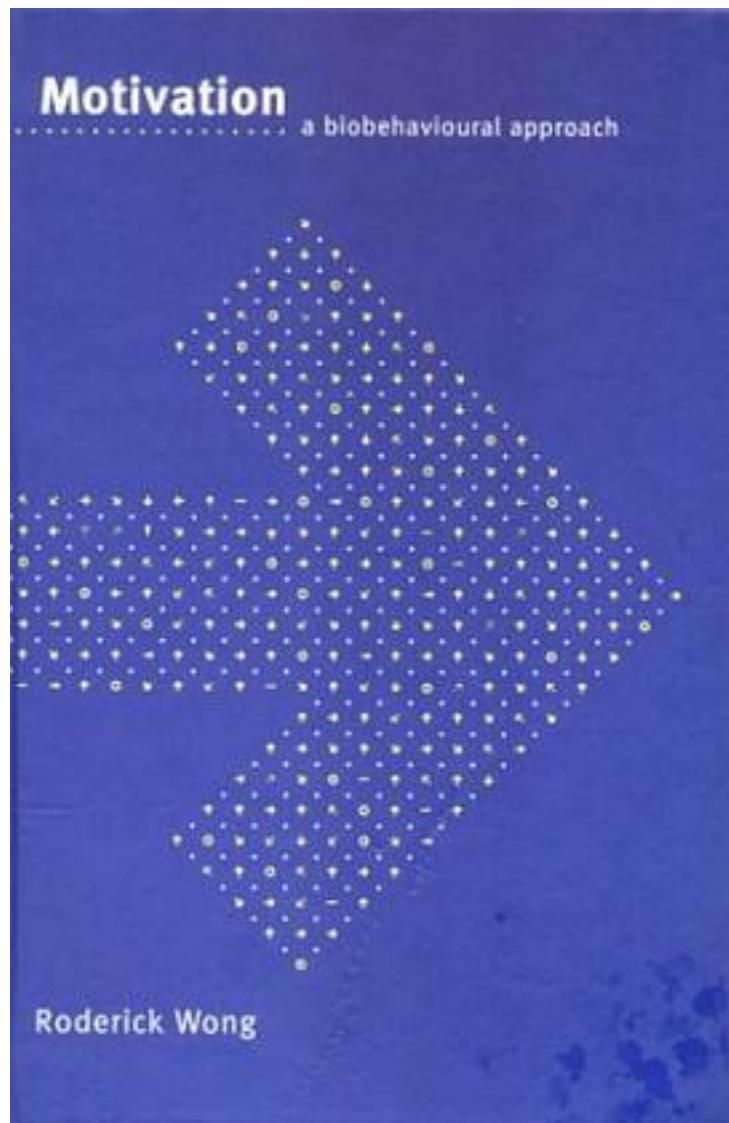


Motivation



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出版者:Prentice Hall

出版时间:2003-06-23

装帧:Hardcover

isbn:9780131114456

For undergraduate courses in Motivation. This experimentally-oriented text provides a critical examination of research and theory with a topical approach. It covers a broad range of motivational concepts from both human and animal theory and research, with an emphasis on the biological bases of motivation. - Extensive coverage of emotion incorporates recent research on theories and analyses of cognition and emotion. - Chapter-opening motivational questions replace chapter outlines of previous edition. Engages students interest in the chapters topics. - Section-end summaries enable students to review important concepts, and their understanding of them, in each section before moving on. - Rewritten content and added references throughout improves the readability of the text and increases students interest in it. - A historical perspective familiarizes students with older concepts and their strengths and weaknesses, which may correlate with new concepts. - In-depth discussion of evolutionary concepts. Includes the role of genetics in relation to emotion/motivation providing students with a better understanding of biological backgrounds. - Systematic presentation of theories. Details the presentation relevant theories of learning and emotion, as well as motivation. - Coverage of preattentive processes - features ("unconscious processes") in chapters on emotion (Ch. 2), fear learning (Ch. 8), and anxiety. Which introduces students to current concepts within the study of motivation.

作者介绍:

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