Psychology

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PSYCHOLOGY: CONCEPTS AND APPLICATIONS, International Edition, uses a unique, proven learning system that makes it easier and more enjoyable for you to learn what you need to learnuand succeed in your psychology course. Author Jeff Nevid provides a broad view of psychology that includes history, major theories, research methods, and research findings as well as applications of contemporary research to the challenges you face in everyday life. The text's modular format organizes each chapter into manageable units that help you focus on one topic at a time within the context of a larger chapter structure. Concept signalingua technique that highlights key concepts in the text marginsuhelps you extract the main points from the narrative. As you read, key concepts are reinforced through additional features, such as Concept Charts, Module Reviews, and Visual Overviews, which have proven to significantly improve students' retention of material and performance in class. Nevid developed the effective teaching devices in this text based on a comprehensive system derived from his research on memory, learning, and textbook pedagogy. The learning model incorporates four goals that Nevid refers to as the Four E's of Effective Learning: Engaging Student Interest, Encoding Information, Elaborating Meaning, and Evaluating Progress. Nevid also employs the proven Survey, Question, Read, Recite, Review (SQ3R) study method to enhance learning and encourage you to take an active role in the

learning process.

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目录: