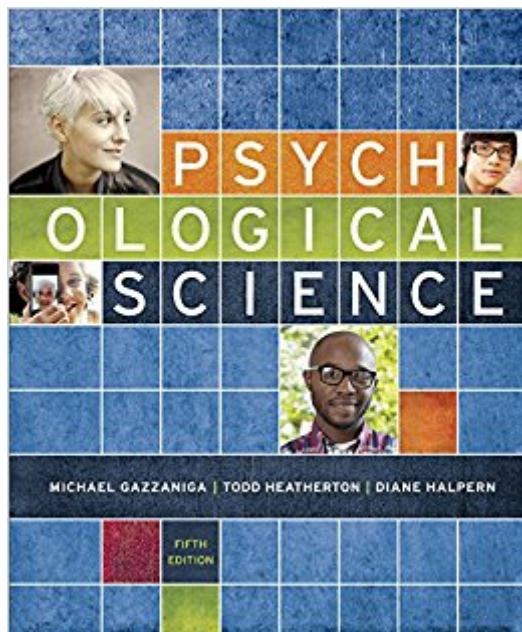


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# Psychological Science (Fifth Edition)



## Synopsis

Reflecting the latest APA Guidelines and accompanied by an exciting, new, formative, adaptive online learning tool, *Psychological Science, Fifth Edition*, will train your students to be savvy, scientific thinkers. *Psychological Science, Fifth Edition*, is a dynamic introduction to psychology that reflects the latest APA Guidelines. With psychological reasoning at the core of this edition, students will learn to critically evaluate information and become better scientific thinkers. W. W.

Norton's new, formative, adaptive online learning tool, InQuizitive, identifies what students know, personalizes review content to give them the help they need, and improves student understanding through an engaging, gamelike environment.

## Book Information

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## Customer Reviews

"I find your writing style and level absolutely a delight. Bravo to the authors!" - Sally Cerny, Rutgers University, Newark  
"It is very easy to read, and concepts are explained in an orderly, systematic fashion." - Joan Bihun, University of Colorado  
"Very dynamic online tool that adapts to your learning style. Very hands-on and modern?not just multiple choice." - Rachel Taylor, University of Vermont student, on InQuizitive  
"It is more interactive than most tools out there and is fast and easy to use." - Aria Bendix, Harvard University student, on InQuizitive

Michael S. Gazzaniga is Distinguished Professor and Director of the Sage Center for the Study of the Mind at the University of California, Santa Barbara. In his career, he has introduced thousands

of students to psychology and cognitive neuroscience. Todd F. Heatherton is the Lincoln Filene Professor in Human Relations in the Department of Psychological and Brain Sciences at Dartmouth College. He teaches introductory psychology every year. His recent research takes a social brain sciences approach, which combines theories and methods of evolutionary psychology, social cognition, and cognitive neuroscience to examine the neural underpinnings of social behavior. Diane Halpern (Ph.D., University of Cincinnati) is Dean of Social Science at Minerva Schools at KGI and McElwee Family Professor of Psychology at Claremont McKenna College. She has won many awards for her teaching and research, including the 2002 Outstanding Professor Award from the Western Psychological Association, the 1999 American Psychological Foundation Award for Distinguished Teaching, 1996 Distinguished Career Award for Contributions to Education given by the American Psychological Association, the California State University's State-Wide Outstanding Professor Award. Halpern was president of the American Psychological Association in 2004 and is a past president of the Society for Teaching of Psychology. She is the author of *Thought and Knowledge: An Introduction to Critical Thinking and Sex Differences in Cognitive Abilities*. She chaired an APA Taskforce on redesigning undergraduate education in psychology.

I rented this book for my college intro to psychology class. I found it to be very interesting, and read it even when I didn't have to! I especially enjoyed the explanatory illustrations and "real-life" examples throughout the book. A major problem I've seen in my general classes so far is that real-life application of the topics I learn about are largely ignored. This book did a good job of explaining why I was learning about a particular subject or disorder, and how it affects individuals and society as a whole. That made me feel like I was actually learning something important, even though it wasn't a required class for me. The study guides at the end of each chapter were immensely helpful. The only complaint is that the design and text were very busy. There was a \*lot\* of color, as well as many different layouts for each page-it made it a bit difficult to "digest" when studying, if you will. This may be a more personal problem than an actual problem-I much prefer plain black-and-white text when studying, and always have. But other than that I enjoyed the book very much (more than I did the class, haha!).

This was our textbook for my intro to psych class. Decent, lots of pictures, clear, touches briefly on a whole lot of topics. The newer version isn't much different and our professor actually let us pick if we wanted to get the fourth or fifth edition. Fourth because it's cheaper! Also very easy to find the corresponding pages from the new book. However, there was one chapter in this edition that was

removed in the next edition.

This book was rented for a summer course. The pace was very fast for summer course. This book runs the gamut of basic to advanced principles. Good overall with few puzzling aspects as concepts explained with clarity.

I bought this book as a recommended textbook for a class in Grad school. Textbooks are compromises in the sense that the author or organizers have to make hard choices as to the extent and depth to which materials should be covered. Gazzaniga is one of the most important contemporary Psychology researchers, but I found that some topics were better covered on Peter Gray's and Henry Gleitman's Psychology textbooks. Still I think it was a worth purchase considering the fact this is a highly up-to-date edition (2016) and the supporting off-line content.

Great book easy to read and packed full of information at the same time and it summarizes chapters and quizzes you intermittently and gives you the answers. My class, we had open book quizzes and whether you bothered to read the chapter or you just winged it during the quiz, all the answers were there and they were easy to find based on well and organized they layout was.

Pricey definitely but I loved this textbook. I had to purchase it for my intro psych class last semester, it's an easy read and they writers make everything clear and make a lot of comparisons to real world connections. I was so sad I had to sell it back. I would have loved to keep it but I need the money lol.

Content rich and questions to match are difficult to understand. Better course material should be selected.

This book is necessary for class. However it teaches you to critically think then tells you what you should think. Hmm.

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