



Psychology, Fifth Edition

By Hockenbury, Don H.; Hockenbury, Sandra E.

Worth Publishers, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Chapter 1 Introduction and Research Methods Prologue: Miracle Magnets? Introduction: The Origins of Psychology Contemporary Psychology Culture and Human Behavior: What Is Cross-Cultural Psychology The Scientific Method Critical Thinking: What Is Critical Thinking? Descriptive Research Methods Science Versus Pseudoscience: What Is a Pseudoscience? The Experimental Method Focus on Neuroscience: Psychological Research Using Brain Imaging Ethics in Psychological Research In Focus: Questions About the Use of Animals in Psychological Research Closing Thoughts Application: Psychology in the Media: Becoming an Informed Consumer Chapter 2 Neuroscience and Behavior Prologue: Asha's Story Introduction: Neuroscience and Behavior The Neuron: The Basic Unit of Communication The Nervous System and the Endocrine System: Communication Throughout the Body A Guided Tour of the Brain Focus on Neuroscience: Is Runner's High an Endorphin Rush? Science Versus Pseudoscience: Phrenology: The Bumpy Road to Scientific Progress Focus on Neuroscience: Juggling and Brain Plasticity In Focus: The Curious Case of Phineas Gage Specialization in the Cerebral Hemispheres Critical Thinking: "His" and "Her" Brains Science Versus Pseudoscience: Brain Myths Closing Thoughts Application: Pumping Neurons: Maximizing Your Brain's Potential Chapter 3 Sensation and Perception Prologue: Learning to See Introduction: What Are Sensation and Perception?...



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