



Scientific American: Psychology

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Built around the most common issues faced in the classroom, LaunchPad gives students everything they need to prepare for class and exams including author-developed digital tools and our acclaimed LearningCurve adaptive quizzing. For instructors, LaunchPad offers everything *they* need to quickly set up a course, customize a syllabus, put together presentations and lectures, assign and assess readings and activities, and guide the progress of individual students and the class as a whole. Learn more and request access at launchpadworks.com.

In LaunchPad

Your Scientific World Immersive Learning Activities (one per chapter) put students in role-playing scenarios that make them think critically about the relevance of psychological concepts to their lives or possible careers.

Video Profile Activities (four in each chapter) are based on video interviews with the chapter's subjects. **In Their Own Words** and **You Asked, They Answered** QR codes in the book link students directly to the videos. The accompanying online activities—assignable and assessable—further reinforce the connection between the stories and psychological concepts.

Infographic Activities are assessable interactive versions of the book's infographics, which combine engaging images and step-by-step explanations to help students unravel concepts they often find difficult to understand.

The **New Concept Practice** collection offers 120 dynamic, interactive mini-tutorials that teach and reinforce the course's foundational ideas. Each brief activity (only 5 minutes to complete) addresses one or two concepts in a consistent format—review, practice, quiz, and conclusion.

The **Video Assignment Tool** makes it easy to assign and assess video-based activities and projects, and provides a convenient way for students to submit video coursework.

Topic Tutorials: PsychSim6 by Thomas Ludwig (Hope College) immerse students in the world of psychological research. Students play the role of scientist or participant in activities that highlight important concepts, processes, and experimental approaches.

LearningCurve, Macmillan's adaptive quizzing program, quickly learns what students already know and helps them practice what they don't yet understand.

New Mobile-compatible e-book gives students anytime/anywhere access to the text on a full range of devices—laptops, smart phones, tablets. Features include highlighting, bookmarking, and note-taking, plus a special "Read Aloud" function and helpful search and navigation tools.

Pre-built Units for Each Chapter, curated by the authors, are ready to assign or customize to suit your course.

Intuitive and Useful Analytics

The Gradebook lets you see how your class is doing individually and as a whole.

