



PsykTrek 3.0: A Multimedia Introduction to Psychology

By Weiten, Wayne

Cengage Learning, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Interactive Learning Modules. Unit 1: HISTORY & METHODS. 1a. Psychology's timeline. 1b. The experimental method. 1c. Statistics: Central tendency and variability. 1d. Statistics: Correlation. 1e. Searching for research articles in psychology. Unit 2: BIOLOGICAL BASES OF BEHAVIOR. 2a. The neuron and the neural impulse. 2b. Synaptic transmission. 2c. Looking inside the brain: Research methods. 2d. The hindbrain and the midbrain. 2e. The forebrain: Subcortical structures. 2f. The cerebral cortex. 2g. Right brain/Left brain. Unit 3: SENSATION & PERCEPTION. 3a. Light and the eye. 3b. The retina. 3c. Vision and the brain. 3d. Perception of color. 3e. Gestalt psychology. 3f. Depth perception. 3g. Visual illusions. 3h. The sense of hearing. Unit 4: CONSCIOUSNESS. 4a. Biological rhythms. 4b. Sleep. 4c. Abused drugs and their effects. 4d. Drugs and synaptic transmission. Unit 5: LEARNING. 5a. Overview of classical conditioning. 5b. Basic processes in classical conditioning. 5c. Overview of operant conditioning. 5d. Schedules of reinforcement. 5e. Reinforcement and punishment. 5f. Avoidance and escape Learning. Unit 6: MEMORY. 6a. Memory encoding. 6b. Memory storage. 6c. Physiology of memory. 6d. Forgetting. Unit 7: COGNITION & INTELLIGENCE. 7a. Types of...



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