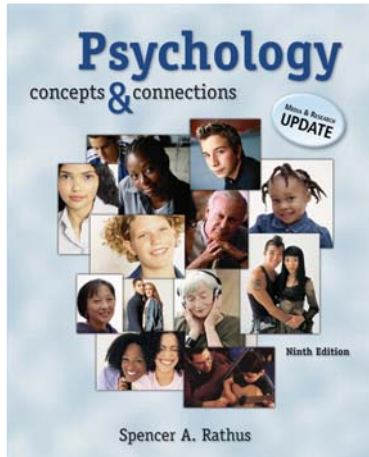


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PSYCHOLOGY: CONCEPTS AND CONNECTIONS

Ninth Edition: Media and Research Update

Spencer A. Rathus, *New York University, School of Continuing and Professional Studies*



750 pages. 9 x 11. Casebound.
Four-color. 0-495-09800-0.

Rich in reader-friendly features and up-to-the-minute research, Spencer Rathus's *Psychology: Concepts and Connections, Ninth Edition, Media and Research Update* makes your students' introduction to psychology a meaningful, personal experience. Rathus connects the core concepts of psychology to the events and issues students encounter every day. The book explains classic theories and the latest discoveries in a clear, accessible style intended to reach out to students—without sacrificing Rathus's commitment to showing psychology as the rigorous science that it is. Throughout the text, you'll find an emphasis on diversity and expanded coverage of the evolutionary perspective, plus numerous references to the timeliest research available. And, the text's proven active learning system, PQ4R (Preview, Question, Read, Reflect, Review, and Recite), incorporated into every chapter, seamlessly integrates reading and studying. In addition, Rathus's text features the most integrated multi-platform media package available, the full website that features Self-Study Assessments, Video Connections, Mobile Media and interactive versions of features from the text—all tightly connected to the text itself to give students a powerful, comprehensive introduction to psychology.

Psychology: Concepts and Connections includes plentiful new research updates, figures, and new examples. Just a few samples:

- ▶ **Chapter 2**—A new **figure** that shows the relationship between cells, chromosomes and DNA as well as a section containing new research (2006) about heredity and human behavior and updated (2004) information on the International Human Genome Sequencing Consortium.
- ▶ **Chapter 3**—A new **A Closer Look** box that discusses the challenges of bridging adolescence in the United States.
- ▶ **Chapter 4**—A new **A Closer Look** box that talks about animal instinct and how many animals sensed the 2005 tsunami days and hours before humans did.
- ▶ **Chapter 5**—A new **A Closer Look** box discussing the controversy around biological functioning for people with brain injury especially as it relates to the case of Terri Schiavo.
- ▶ **Chapter 6**—A new **A Closer Look** box that discusses how researchers are using operant conditioning to teach rats how to search for disaster survivors.
- ▶ **Chapter 7**—A new **chapter-opening vignette** that teaches students how reliant we have become on things like cellular phones to remember important things.
- ▶ **Chapter 8**—A new **figure** showing MRI results of great apes revealing possible language centers in the brain.
- ▶ **Chapter 11**—A new **chapter-opening vignette** that discusses popular online personality tests.
- ▶ **Chapter 11**—A new **A Closer Look** box that discusses the creation of heroes by the media and how Americans react to heroes.
- ▶ **Chapter 12**—A new **A Closer Look** box on Pheromones and Sexual Orientation including a figure showing differences in the hypothalamus as it “lights up” depending on sexual orientation.
- ▶ **Chapter 13**—A new **chapter-opening vignette** that tells the story of two survivors of Hurricane Katrina as their experiences relate to stress and health.

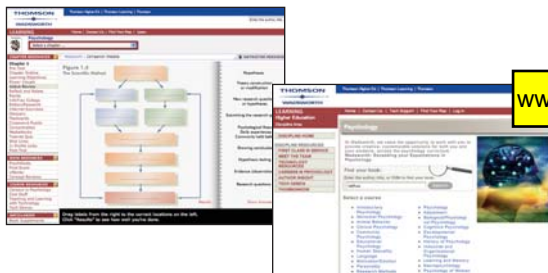
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Tessa: I tried to edit the TOC but it seems cleaner to just give you the correct TOC here:

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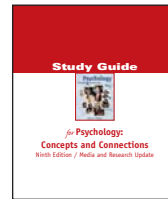
and available to students online. Students can access the Video Connections feature, download audio review files, and score the book's Self-Assessment boxes. In addition, there are many quizzing opportunities including interactive drag-and-drop art called Power Visuals and online versions of the fill-in-the-blank Active Reviews that appear after every major section in the book.

NEW TO THIS EDITION

- ▶ **Video Connections.** These features are now available through the Companion Website, each highlighting a specific video designed to add depth to topics in a chapter. Samples include “Facial Analysis—The Scientific Method in Action,” “Piaget’s Stages of Development,” “Why Is Nicotine So Addictive?,” “Reconstructive Memory,” and many more.
- ▶ **Study on the Go! Mobile Media.** The Recite— An Active Summary end-of-chapter summaries are now available as downloadable audio files from the Companion Website. Students can download these to iPods or other MP3 players and study wherever, whenever.
- ▶ **Author Blog.** Every Tuesday, Spencer Rathus updates his Author Blog, chatting online about the most recent news items and controversies in psychology. A prompt at the end of every chapter directs students online to the blog.
- ▶ **Research updates!** This includes updated material on Classifying Psychological Disorders, and research covering the prevalence of psychological disorders including a new table that illustrates past year and lifetime prevalence rates as well as median age of onset.
- ▶ **New figures** have been incorporated into the text. The figures include a showcase of the relationship between cells, chromosomes and DNA as well as a section containing new research (2006) about heredity and human behavior and updated (2004) information on the International Human Genome Sequencing Consortium. Figures also examine the different brain scans, how the brain scan machines work, and corresponding updated information on brain imaging techniques (Chapter 2), the perception of color (Chapter 4), MRI results of great apes revealing possible language centers in the brain (Chapter 8), and MRI to show the rate of gray matter loss in schizophrenic people versus non-schizophrenic people (Chapter 14).
- ▶ **New sections.** Chapter 5 includes a new section title “Altering Consciousness by Going Online,” which discusses Internet addiction and contains an applied section designed to help students reduce the amount of time they spend online. In addition, Chapter 7 includes the biology of memory, which also contains a new figure illustrating long-term potentiation.
- ▶ **Closer Look boxes.** These boxes discuss new and updated information throughout the text. See front for some examples of the topics discussed in these boxes.

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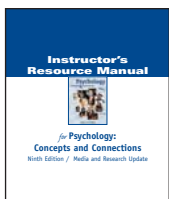


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By Lisa Valentino, Seminole Community College

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By Cameron John, Utah Valley State College

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By Anne M. Cooper, St. Petersburg College

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