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Presenting a principle or problem in experimental design, the authors then show how the problem has been dealt with in psychological literature. Organized into two parts (Basic Principles of Experimental Design and Analysis of Experiments), this book combines a text and case approach to examine the methods of experimental psychology. Using published research findings, students read, critique, and analyze actual cases/experiments from all aspects of psychology that exemplify various design principles.

This text is about doing science and the active process of reading, learning, thinking, generating ideas, designing experiments, and the logistics surrounding each step of the research process. In easy-to-read, conversational language, Kim MacLin teaches students experimental design principles and techniques using a tutorial approach in which students read, critique, and analyze over 75 actual experiments from every major area of psychology. She provides them with real-world information about how science in psychology is conducted and how they can participate. Recognizing that students come to an experimental design course with their own interests and perspectives, MacLin covers many subdisciplines of psychology throughout the text, including IO psychology, child psychology, social psychology, behavioral psychology, cognitive psychology, clinical psychology, health psychology, educational/school psychology, legal psychology, and personality psychology, among others. Part I of the text is content oriented and provides an overview of the principles of experimental design. Part II contains annotated research articles for students to read and analyze. Classic articles have been retained and 11 new ones have been added, featuring contemporary case studies, information on the Open Science movement, expanded coverage on ethics in research, and a greater focus on becoming a better writer, clarity and precision in writing, and reducing bias in language. This edition is up to date with the latest APA Publication Manual (7th edition) and includes an overview of the updated bias-free language guidelines, the use of singular "they," the new ethical compliance checklist, and other key changes in APA style. This text is essential reading for students and researchers interested in and studying experimental design in psychology.

One of the top sellers in the field, Cognitive Psychology is well-written, humorous, and remains the most comprehensive and balanced text in the area of undergraduate cognition. MacLin and MacLin, inheriting the textbook from the late Robert L. Solso, boldly revised and reorganized the Eighth Edition to reflect emerging trends in the field, while retaining the strengths that made it one of the most popular

texts among students and professors. The text features a sequential model of human cognition from sensation to perception, to attention, to memory, to higher-order cognition, and features new cutting-edge coverage of consciousness, cognitive neuroscience, memory and forgetting, and evolutionary psychology.

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The Encyclopedia of Social Psychology is designed as a road map to this rapidly growing and important field and provides individuals with a simple, clear, jargon-free introduction. These two volumes include more than 600 entries chosen by a diverse team of experts to comprise an exhaustive list of the most important concepts. Entries provide brief, clear, and readable explanations to the vast number of ideas and concepts that make up the intellectual and scientific content in the area of social psychology.

This Handbook reviews a wealth of research in cognitive and educational psychology that investigates how to enhance learning and instruction to aid students struggling to learn and to advise teachers on how best to support student learning. The Handbook includes features that inform readers about how to improve instruction and student achievement based on scientific evidence across different domains, including science, mathematics, reading and writing. Each chapter supplies a description of the learning goal, a balanced presentation of the current evidence about the efficacy of various approaches to obtaining that learning goal, and a discussion of important future directions for research in this area. It is the ideal resource for researchers continuing their study of this field or for those only now beginning to explore how to improve student achievement.

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