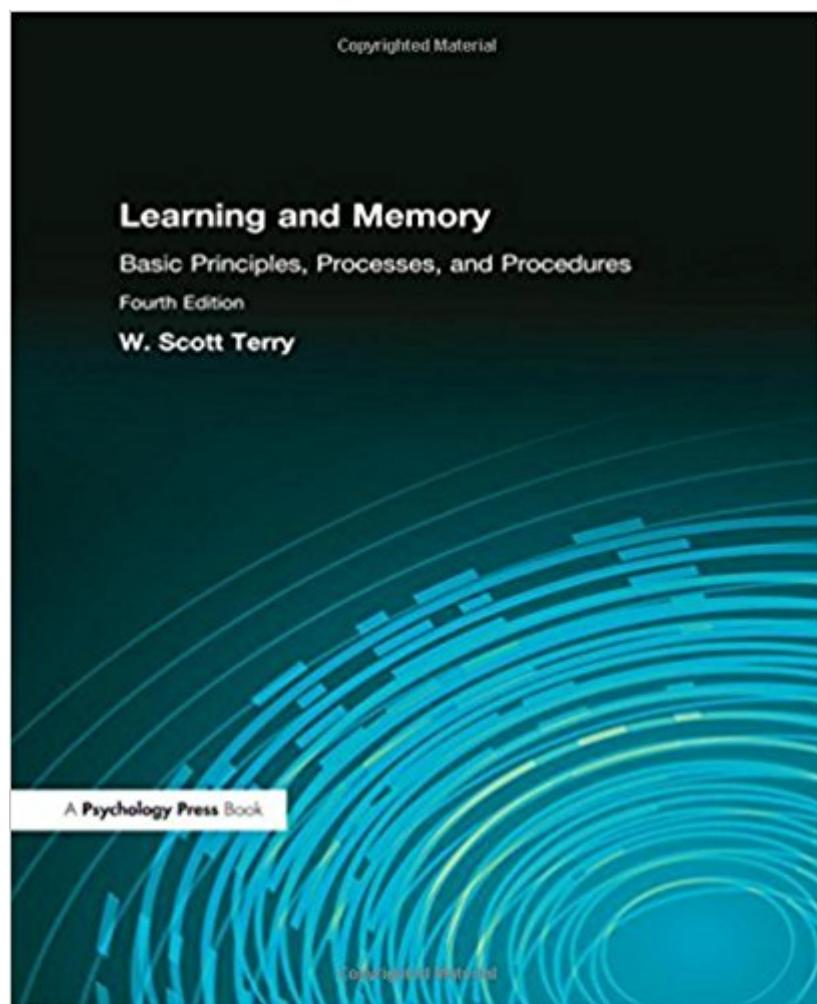


The book was found

Learning And Memory: Basic Principles, Processes, And Procedures



Synopsis

This text explores the core principles of learning and memory in a clear, reader-friendly style, covering animal learning and human memory in a balanced fashion. A strong emphasis on practical applications to the college student's everyday life is evident in examples throughout, such as the correlation between caffeine consumption and grade point average (Chapter 1), the importance of taking practice tests over additional studying (Chapter 9), approach/avoidance coping for upcoming and completed exams (Chapter 5), and misremembering what your professor said in class (Chapter 10). The relationship between the fields of neuropsychology and learning and memory is also stressed throughout. The fourth edition has been thoroughly updated to reflect the latest research and has been freshened throughout with more relevant examples and better graphics. There are new sections on the adaptive-evolutionary approach, potentiated startle, behavior medicine, breaking habits, behavioral economics, testing effect, consolidation theory, an expanded section on working memory, and new applications in animal training, self behavior modification, neuroethics and artificial memory enhancement, and acting and memory.

Book Information

Hardcover: 480 pages

Publisher: Psychology Press; 4 edition (October 13, 2008)

Language: English

ISBN-10: 0205658628

ISBN-13: 978-0205658626

Product Dimensions: 7.2 x 1.2 x 9.3 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars 22 customer reviews

Best Sellers Rank: #142,020 in Books (See Top 100 in Books) #62 in Books > Medical Books > Psychology > Experimental Psychology #64 in Books > Health, Fitness & Dieting > Psychology & Counseling > Experimental Psychology #219 in Books > Textbooks > Social Sciences > Psychology > Cognitive Psychology

Customer Reviews

This text explores the core principles of learning and memory in a clear, reader-friendly style, covering animal learning and human memory in a balanced fashion. A strong emphasis on practical applications to the college student's everyday life is evident in examples throughout, such as the correlation between caffeine consumption and grade point average (Chapter 1), the importance

of taking practice tests over additional studying (Chapter 9), approach/avoidance coping for upcoming and completed exams (Chapter 5), and misremembering what your professor said in class (Chapter 10). The relationship between the fields of neuropsychology and learning and memory is also stressed throughout. The fourth edition has been thoroughly updated to reflect the latest research and has been freshened throughout with more relevant examples and better graphics. There are new sections on the adaptive-evolutionary approach, potentiated startle, behavior medicine, breaking habits, behavioral economics, testing effect, consolidation theory, an expanded section on working memory, and new applications in animal training, self behavior modification, neuroethics and artificial memory enhancement, and acting and memory.

Pearson's MySearchLab is the easiest way for students to master a writing or research project. In a recent student survey, the overwhelming majority of students are assigned writing and research projects, for which they would use research and citation tools if they were available to them. MySearchLab is a website available at no additional charge in a package with a Pearson textbook and is also available as a standalone product.

I thought after reading this book I was rather confused, and then I took the class with the author of this book. I now have an understanding as to why the book is the way it is! The professor is so scatter brained, so unorganized, and such an ineffective teacher, his book matches his teaching method (if you can even call that a method). I think the book is unnecessarily complicated for undergraduate work, and I truly believe if he had not strived to sound so knowledgeable maybe his audience would walk away with a clear understanding of the material, rather than a haze of confusion and frustration! Avoid this book, and avoid this author/professor like a plague! Nice man, poor teaching methods, and incredibly bad writing skills for an educated man.

I enjoy this text book, it has many useful information. I would suggest that any body who wants to understand on how we learn should definitely purchase this text book. This is not literature , but a book to study .The vocabulary and sentence structure is written for college student and not for the general public. I am in my midweek of this course and I am obtaining knowledge from this book that will help me in my future goal.

Needed this book for my Psychology of Learning class. It helped with understanding the materials and had good examples. There was some writing in the book but I didn't mind.

Another required reading - puts me to sleep - however it is an interesting topic - compared to other Learning and Cognition books or required readings I'd say this one rates good - better then Principles of Every Behavior Analysis for sure.

good

This book is awful. Learning and memory was one of my least favorite courses, and this book did not make me like it anymore. It is hard to read, and there is way too much extra information that makes the material confusing.

I used this book in class at USCL as a research book on how the brain works when under stress and showed how it affects your memory

I was satisfied with the purchase. There were a few issues with condition but otherwise the book served it's purpose.

[Download to continue reading...](#)

Memory Exercises: Memory Exercises Unleashed: Top 12 Memory Exercises To Remember Work And Life In 24 Hours With The Definitive Memory Exercises Guide! (memory exercises, memory, brain training) Learning and Memory: Basic Principles, Processes, and Procedures Memory Training: Train your brain to improve your memory (Unlimited Memory, Mental Health, Memory Techniques, Education & Reference, Study Skills, Memory Improvement Book 1) Better Memory Now: Memory Training Tips to Creatively Learn Anything Quickly, Improve Memory, & Ability to Focus for Students, Professionals, and Everyone Else who wants Memory Improvement Memory Repair Protocol - Improve Your Memory: Powerful Strategies To Enhance Your Memory - The Ultimate Guide to Unleash Your Brain's Potential (memory loss Book 1) Memory: Boost Your Memory with Easy Exercises - Improve Your Mental Focus in Everyday Life (FREE BONUS INCLUDED) (Improve memory, improving memory, remembering more, productivity improvement) How to Improve Your Memory and Remember Anything: Flash Cards, Memory Palaces, Mnemonics (50+ Powerful Hacks for Amazing Memory Improvement) (The Learning Development Book Series 7) Quantum Memory: Learn to Improve Your Memory with The World Memory Champion! Clinical Skills for the Ophthalmic Examination: Basic Procedures (Basic Bookshelf for Eyecare Professionals) Eye Movement Desensitization and Reprocessing (EMDR): Basic Principles, Protocols, and Procedures, 2nd Edition Pfenninger and Fowler's Procedures for Primary Care, 3e

(Pfenninger, Pfenniger and Fowler's Procedures for Primary Care, Expert Consult) Essential Clinical Procedures: Expert Consult - Online and Print, 3e (Dehn, Essential Clinical Procedures) Laboratory Tests and Diagnostic Procedures, 5e (Laboratory Tests & Diagnostic Procedures) Roberts and Hedges Clinical Procedures in Emergency Medicine, 6e (Roberts, Clinical Procedures in Emergency Medicine) Fundamentals of Special Radiographic Procedures, 5e (Snopek, Fundamentals of Special Radiographic Procedures) The Administrative Professional: Technology & Procedures (Advanced Office Systems & Procedures) A Practical Guide to Botulinum Toxin Procedures (Cosmetic Procedures for Primary Care) The Essential Guide to Primary Care Procedures (Mayeaux, Essential Guide to Primary Care Procedures) A Comprehensive Guide to Composites: Processes & Procedures from the Professionals Super Learning: Hypnosis for Memory Improvement, Brain Enhancement and Fast Learning via Subliminal Hypnosis and Meditation

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)