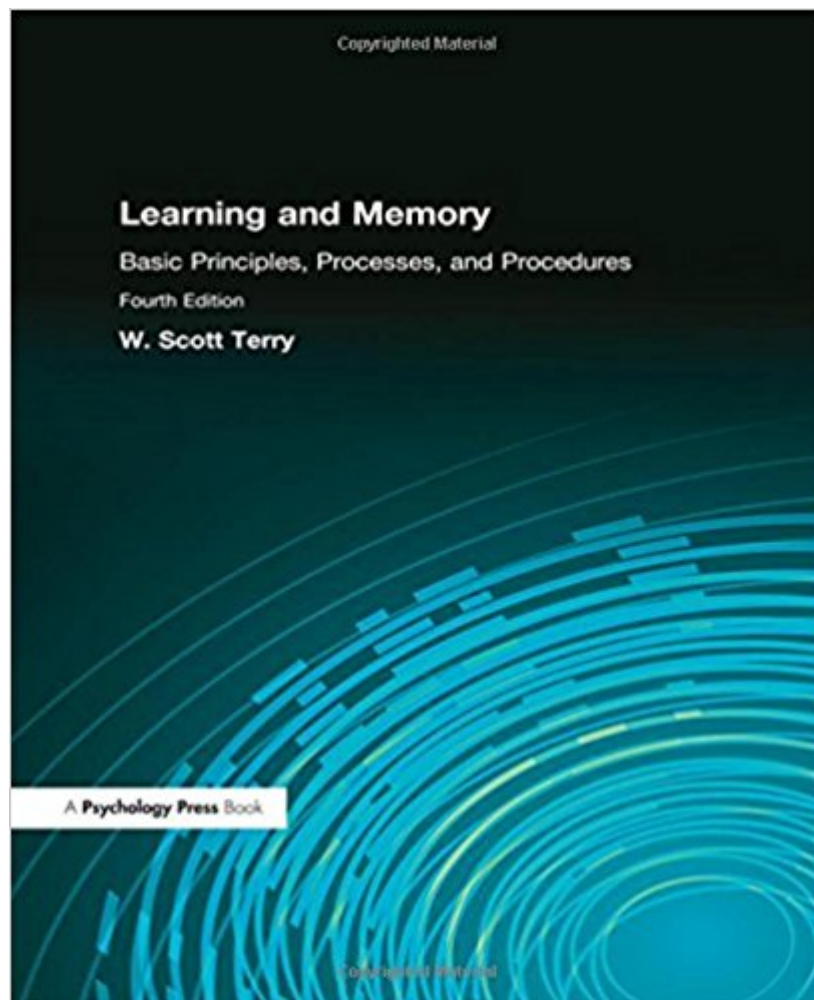




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Learning And Memory: Basic Principles, Processes, And Procedures



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.

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Customer Reviews

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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 than 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 its purpose.

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