

Sensation And Perception Fourth Edition

This highly acclaimed book provides a theoretically balanced introduction to the study of basic physiology and sensory responses. The authors survey a broad range of topics and present different theories and perspectives in controversial areas. * Demonstrations allow the reader to experience many of the perceptual phenomena firsthand using common household items or illustrations in the book. * Describes natural instances of perceptual phenomena to bring the subject matter to life.

The highly accessible Sensation and Perception presents a current and accurate account of modern sensation and perception from both a cognitive and neurocognitive perspective. To show students the relevance of the material to their everyday lives and future careers, authors Bennett L. Schwartz and John H. Krantz connect concepts to real-world applications, such as driving cars, playing sports, and evaluating risk in the military. Interactive Sensation Laboratory Exercises (ISLE) provide simulations of experiments and neurological processes to engage readers with the phenomena covered in the text and give them a deeper understanding of key concepts. The Second Edition includes a revamped version of the In Depth feature from the previous edition in new Exploration sections that invite readers to learn more about exciting developments in the field. Additionally, new Ponder Further sections prompt students to practice their critical thinking skills with chapter topics.

Updated fully, this accessible and comprehensive text highlights the most important theoretical, conceptual and methodological issues in cognitive neuroscience. Written by two experienced teachers, the consistent narrative ensures that students link concepts across chapters, and the careful selection of topics enables them to grasp the big picture without getting distracted by details. Clinical applications such as developmental disorders, brain injuries and dementias are highlighted. In addition, analogies and examples within the text, opening case studies, and 'In Focus' boxes engage students and demonstrate the relevance of the material to real-world concerns. Students are encouraged to develop the critical thinking skills that will enable them to evaluate future developments in this fast-moving field. A new chapter on Neuroscience and Society considers how cognitive neuroscience issues relate to the law, education, and ethics, highlighting the clinical and real-world relevance. An expanded online package includes a test bank.

Published by Sinauer Associates, an imprint of Oxford University Press. Sensation & Perception introduces students to their own senses, emphasizing human sensory and perceptual experience and the basic neuroscientific underpinnings of that experience. The authors, specialists in their respective domains, strive to spread their enthusiasm for fundamental questions about the human senses and the impact that answers to those questions can have on medical and societal issues.

Connecting the study of cognition to everyday life in an unprecedented way, E. Bruce Goldstein's COGNITIVE PSYCHOLOGY: CONNECTING MIND, RESEARCH, AND EVERYDAY EXPERIENCE gives equal treatment to both the landmark studies and the cutting-edge research that define this fascinating field. A wealth of concrete examples and illustrations help students understand the theories of cognition-driving home both the scientific importance of the theories and their relevance to students' daily lives. Goldstein's accessible narrative style blends with an art program that makes difficult concepts understandable. Students gain a true understanding of the "behind the scenes" activity that happens in the mind when humans do such seemingly simple activities as perceive, remember, or think. Goldstein also focuses on the behavioral and physiological approaches to cognition by including physiological materials in every chapter. As is typical of his work, this fourth edition is a major revision that reflects the most current aspects of the field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sensation & Perception, Fourth Edition, introduces students to their own senses. Human sensory and perceptual experience is emphasized, and the neuroscientific underpinnings of that experience introduced. By integrating current findings alongside the basics, the authors impart to students that these are active areas of research. The Fourth Edition features an emphasis on Sensation & Perception in Everyday Life; this new box feature discusses a perceptual impairment or real-world application related to the chapter topic. The text provides comprehensive treatment of higher perceptual/cognitive functions (e.g., attention, music, language) as well as expert coverage of sensory systems beyond vision and audition (including, notably, a full chapter on The Vestibular System and Our Sense of Equilibrium and separate chapters on Taste and Olfaction). New material ranges from the latest neuroscience to medical applications to philosophical considerations. The book strives for a conversational tone that unites the voices of several domain specialists into a unified story of the human senses. RESOURCES For the Student Companion Website The Sensation & Perception companion website provides students with a wealth of study and review materials to help them master the important concepts covered in the textbook. The site includes the following resources: *Activities lead the student through important processes, phenomena, and structures (e.g., perception experiments, illusions, and models of cognitive processes). New for the Fourth Edition, each activity is accompanied by a brief quiz, which can be assigned by the instructor. *Web Essays expand on selected topics from the textbook and provide additional coverage and examples. *Study Questions give students the opportunity to test their mastery of the important concepts, processes, and terminology presented in the chapter. *Flashcards & Key Terms help the student master the hundreds of new terms introduced in the textbook. *Chapter Summary Activities combine a detailed overview of each chapter's content with a fill-in-the-blanks exercise to check comprehension. For the Instructor Instructor's Resource Library The Sensation & Perception IRL includes a variety of resources to aid in planning the course, presenting lectures, and assessing students. Contents include: *Textbook Figures and Tables: All of the figures (including photographs) and tables from the textbook, sized and color-adjusted for optimal legibility when projected. *PowerPoint Resources: Two presentations are provided for each chapter. One contains all of the chapter's figures and tables, the other is a complete lecture presentation outline, with selected figures included. *Instructor's Manual *Chapter Overview: Provides the big-picture synopsis of what each chapter covers. *Chapter Outline: The outline structure of the chapter, including all headings. *Chapter Summary: A detailed breakdown of all the important concepts presented in the chapter. *Lecture Outline: A suggested lecture for each chapter, presented in a slide-by-slide format designed for use in PowerPoint presentations. *References for Lecture Development: A list of references for additional reading on the topics presented in each chapter. *Test Bank: The Test Bank provides instructors with a full range of test questions for each chapter of the textbook, provided in Microsoft Wordformat. Both factual recall and conceptual questions are included, and some questions include diagrams. New for the Fourth Edition, each chapter includes a set of short-answer and essay questions, with answers. *Computerized Test Bank: The Test Bank is also provided in Diploma format (software included). Diploma is a powerful, easy-to-use exam creation program that lets you quickly assemble exams using any combination of publisher-provided questions and your own questions.

The fourth edition of the Handbook of Human Factors and Ergonomics has been completely revised and updated. This includes all existing third edition chapters plus new chapters written to cover new areas. These include the following subjects: Managing low-back disorder risk in the workplace Online interactivity Neuroergonomics Office ergonomics Social networking HF&E in motor vehicle transportation User requirements Human factors and ergonomics in aviation Human factors in ambient intelligent environments As with the earlier editions, the main purpose of this handbook is to serve the needs of the human factors and ergonomics researchers, practitioners, and graduate students. Each chapter has a strong theory and scientific base, but is heavily focused on real-world applications. As such, a significant number of case studies, examples, figures, and tables are included to aid in the understanding and application of the material covered.

"Human sensory and perceptual experience is emphasized, and neuroscientific underpinnings of experience introduced. Chapters are written by experts in each of the sensory systems and integrate current findings in active areas of research. The text provides comprehensive

treatment of higher perceptual functions (attention, music, language). Sensory systems including vision, audition, spatial orientation, the vestibular system, taste, and olfaction"--

Cognitive Psychology: Applying the Science of the Mind combines clear yet rigorous descriptions of key empirical findings and theoretical principles with frequent real-world examples, strong learning pedagogy, and a straightforward organization. For undergraduate courses in cognitive psychology. Engagingly written, the text weaves five empirical threads - embodied cognition, metacognition, culture, evolution, and emotion -- throughout the text to help students integrate the material. The text's organization offers an intuitive description of cognition that enhances student understanding by organizing chapters around the flow of a piece of information that enters the cognitive system.

This practical sourcebook has been specially prepared to give you an at-a-glance guide to quality video program-making on a modest budget. Emphasis throughout is on excellence with economy; whether you are working alone or with a small multi-camera group. The well-tried techniques detailed here will steer you through the hazards of production, helping you to avoid those frustrating, time-wasting problems, and to create an effective video program. For many years Video Production Handbook has helped students and program-makers in a wide range of organizations. Now in its thoroughly revised 3rd edition, Video Production Handbook guides you step-by-step, explaining how to develop your initial program ideas, and build them into a successful working format. It covers the techniques of persuasive camerawork, successful lighting and sound treatment, video editing...etc. You will find straightforward up-to-the-minute guidance with your daily production problems, and a wealth of practical tips based on the author's personal experience. In this extended edition, you will see how you can use quite modest chromakey facilities and visual effects to create the magic of virtual reality surroundings. Gerald Millerson's internationally acclaimed writings are based on a long and distinguished career with the BBC. His lecturing background includes TV production courses in the United States and UK. His other books for Focal Press have become standard works in a number of languages, and include his classic course text Television Production 13th ed, Effective TV Production 3rd ed, Video Camera Techniques 2nd ed, Lighting for TV and Film 3rd ed, Lighting for Video 3rd ed and TV Scenic Design.

I. Learning & Memory: Elizabeth Phelps & Lila Davachi (Volume Editors) Topics covered include working memory; fear learning; education and memory; memory and future imagining; sleep and memory; emotion and memory; motivation and memory; inhibition in memory; attention and memory; aging and memory; autobiographical memory; eyewitness memory; and category learning.

Elementary school students who find science mystifying, daunting, and hard to understand will change their minds when they open this book. The authors have transformed fundamental scientific principles into an exciting adventure where they discover how plant and animal life interact within the Earth's ecosystem, how energy is converted into heat and motion, how matter exists in solid, liquid, and gaseous states, how light is reflected and refracted, how magnetism and electricity are related, how the Earth revolves around the Sun, how the Moon revolves around the Earth, how different kinds of rock were formed, and how the Earth's surface has been formed and shaped over a period of many billions of years. The student-friendly text is complemented with instructive line art.

Offering a variety of innovative teaching tools, INTRODUCTION TO LEARNING AND BEHAVIOR, 5th Edition provides a clear introduction to the principles of learning and behavior. Designed to strike a balance between basic principles and their practical application, it provides an engaging outline of the behavioral approach to psychology and its relevance for understanding and improving the world we live in. This edition includes a new emphasis on behavior self-management -- including an appendix on tactics of behavior self-management as well as Study Tip boxes advising students on a range of study behavior issues, from how to best read a textbook to the use of stimulus control procedures to increase concentration and reduce procrastination. Instructors who include self-management projects as a course assignment may particularly appreciate this material. As with past editions, numerous opportunities for review and self-testing help students maximize their understanding and retention. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Provides students with the tools they need to go from inquiry to understanding. Psychology: From Inquiry to Understanding, 3/e provides the framework students need to go from inquiry to understanding by continuously modeling the application of the six key principles of scientific thinking. The text teaches students how to test their assumptions, and motivates them to use scientific thinking skills to better understand the field of psychology and the world around them. MyPsychLab is an integral part of the Lilienfeld / Lynn / Namy / Woolf program. Key learning applications include writing assessment, MyPsychLab video series, and simulations. This text is available in a variety of formats - digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more. Teaching & Learning Experience This program will provide a better teaching and learning experience -- for you and your students. Here's how:

Personalize Learning - MyPsychLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Improve Critical Thinking - Numbered learning objectives and section summaries help readers build critical thinking and study skills. Engage Students - Visual activities, such as labeling of figures and completion of summary tables, help students review key concepts. Explore Research - "Apply Your Scientific Thinking Skills" questions are tied to outside research assignments. Support Instructors - Support Instructors--A full set of supplements, including MyPsychLab, provides instructors with all the resources and support they need. 0205961673 / 9780205961672 Psychology: From Inquiry to Understanding Plus NEW MyPsychLab with Pearson eText -- Access Card Package Package consists of: 0205206514 / 9780205206513 NEW MyPsychLab with Pearson eText -- Valuepack Access Card 0205959989 / 9780205959983 Psychology: From Inquiry to Understanding

This two volume text provides a comprehensive introduction to the issues, theories and methods of psychology, including both classic approaches and recent research. The areas covered range from the intellectual, social and emotional development of the child to the ways in which adults perceive, attend, remember and communicate; from Freud's psychoanalytic framework to the work of present day psychologists; from debates about the scientific status of psychology to the special problems which the study of people poses for psychologists. Each chapter presents important issues in depth, highlighting controversies while showing that they rarely have neat solutions. Throughout, emphasis is given to the contrasting levels of analysis which contribute to the understanding of psychological functioning, from fundamental biological processes to complex social interactions. While prepared for the Open University course "Introduction to Psychology" these volumes will provide an excellent introduction to students of psychology at other universities and colleges. The text incorporates the best of the Open University's tried and tested teaching methods, and particular importance is placed on encouraging the reader's active participation, making the books enjoyable and stimulating as well as informative. The text is divided into eight sections comprising eighteen

The updated 2nd edition of this brief introduction to Psychology, is more accessible and ideal for short courses. This is a brief, accessible introductory psychology textbook. The updated 2nd edition of this clear and brief introduction to Psychology is written by the award-winning lecturer and author Richard Griggs. The text is written in an engaging style and presents a selection of carefully chosen core concepts in psychology, providing solid topical coverage without drowning the student in a sea of details.

Introductory Psychology in Modules: Understanding Our Heads, Hearts, and Hands is a unique and comprehensive introduction to psychology. It consists of 36 short modules that keep students engaged with humor, a narrative style, and hands-on activities that facilitate interactive learning and critical thinking. Each stand-alone module focuses on a major topic in psychology, from the brain, sensation, memory, and cognition to human development, personality, social psychology, and clinical psychology. The modular format also allows a deep dive into important topics that have less coverage in other introductory psychology textbooks. This includes cross-cultural psychology, stereotypes and discrimination, evolutionary psychology, sex and gender, climate change,

health psychology, and sport psychology. This truly modular format – ideal for both face to face and virtual learning – makes it easy for instructors to customize their readings and assign exactly what they wish to emphasize. The book also contains an abundance of pedagogical features, including numerous hands-on activities and/or group discussion activities, multiple-choice practice quizzes, and an instructor exam bank written by the authors. By covering both classic and contemporary topics, this book will delight students and instructors alike. The modular format also makes this a useful supplementary text for classes in nursing, medicine, social work, policing, and sociology.

Methods in Psychological Research introduces students to the rich world of research in psychology through student-friendly writing, compelling real-world examples, and frequent opportunities for practice. Using a relaxed yet supportive tone that eases student anxiety, the authors present a mixture of conceptual and practical discussions, and spark reader interest in research by covering meaningful topics that resonate with today's students. In-text features like Conceptual Exercises, FYI sections, and FAQ sections with accompanying visual cues support learning throughout the research experience. The Fourth Edition equips students with the tools they need to understand research concepts, conduct their own experiments, and present their findings.

With its modular organization, consistent chapter structure, and contemporary perspective, this groundbreaking survey is ideal for courses on learning and memory, and is easily adaptable to courses that focus on either learning or memory. Instructors can assign the chapters they want from four distinctive modules (introduction, learning, memory, and integrative topics), with each chapter addressing behavioral processes, then the underlying neuroscience, then relevant clinical perspectives. The book is further distinguished by its full-color presentation and coverage that includes comparisons between studies of human and nonhuman brains. The new edition offers enhanced pedagogy and more coverage of animal learning.

With over 300 training programs in neuroscience currently in existence, demand is great for a comprehensive textbook that both introduces graduate students to the full range of neuroscience, from molecular biology to clinical science, but also assists instructors in offering an in-depth course in neuroscience to advanced undergraduates. The second edition of Fundamental Neuroscience accomplishes all this and more. The thoroughly revised text features over 25% new material including completely new chapters, illustrations, and a CD-ROM containing all the figures from the text. More concise and manageable than the previous edition, this book has been retooled to better serve its audience in the neuroscience and medical communities. Key Features * Logically organized into 7 sections, with uniform editing of the content for a "one-voice" feel throughout all 54 chapters * Includes numerous text boxes with concise, detailed descriptions of specific experiments, disorders, methodological approaches, and concepts * Well-illustrated with over 850 full color figures, also included on the accompanying CD-ROM

Introduces students to the basic biological and psychological processes and their development. It discusses pattern recognition, culture and attention and includes a brief discussion of artificial intelligence.

The Lab Manual for Psychological Research, Fourth Edition provides students with opportunities to practice and apply the knowledge and skills learned in their research methods course. Developed for use in a lab course or as take-home review, the manual contains four types of practice: exercises that connect to specific concepts; exercises for developing a research project; APA-style exercises that become progressively more complex; and instruction for how to avoid plagiarism. This comprehensive and practical manual can be used with Dawn M. McBride's best-selling The Process of Research in Psychology, Fourth Edition or as a supplement to other core texts. INSTRUCTORS: Bundle the Lab Manual for Psychological Research, Fourth Edition with The Process of Research in Psychology, Fourth Edition for only \$5 more! Bundle ISBN: 978-1-5443-6348-6

Recently, there have been a number of advances in technology, including in mobile devices, globalization of companies, display technologies and healthcare, all of which require significant input and evaluation from human factors specialists. Accordingly, this textbook has been completely updated, with some chapters folded into other chapters and new chapters added where needed. The text continues to fill the need for a textbook that bridges the gap between the conceptual and empirical foundations of the field.

The text that bridges the gap between basic visual science and clinical application – now in full color Includes 3 complete practice exams! A Doody's Core Title for 2011! This comprehensive text on visual science is unique in that it highlights the fundamental aspects of monocular visual perception that are necessary to successful clinical practice. Recognized for its engaging, enjoyable style and ability to explain difficult topics in simple, easy-to-understand terms, Visual Perception goes well beyond the basics, including information from anatomy to perception. Covering a broad range of clinically-relevant topics, including color vision and its defects, spatial vision, temporal aspects of vision, psychophysics, physiology, and development and aging, the Fourth Edition of Visual Perception has been updated to include full-color figures and many new clinical images. Each chapter has been revised to keep up with the latest advances in the basic sciences, and throughout the text the linkage between basic psychophysics and clinical practice has been strengthened. Features New full-color presentation with 250 illustrations, including color vision tests and fundus photographs 3 practice exams (more than 200 multiple-choice questions) Self-assessment questions at the end of each chapter Current references from leaders in each subfield Enjoyable to Read AND Comprehensive! Experimental Approaches, Introductory Concepts, The Duplex Retina, Photometry, Color Vision, Anomalies of Color Vision, Spatial Vision, Temporal Aspects of Vision, Motion Perception, Depth Perception, Psychophysical Methodology, Functional Retinal Physiology, Parallel Processing, Striate Cortex, Information Streams and Extrastriate Processing, Gross Electrical Potentials, Development and Maturation of Vision, Practice Exams, Answers to Self-Assessment Questions, Answers to Practice Exams, References

Like no other text, this accessible textbook expertly introduces students to how we sense and perceive the world around us. Using clear and detailed explanations and highly effective illustrations the text illuminates the connections between mind, brain, and behaviour in the realm of sensation and perception. Seamlessly integrating classic findings with cutting edge research in psychology, physiology and neuroscience, the new edition explores the questions researchers are seeking to answer today and the methods of investigation they are using. Ideal for undergraduate Cognitive Psychology courses, this popular textbook now has 15 chapters and a new appendix on noise and signal detection theory.

Sensation and Perception, Fifth Edition maintains the standard of clarity and coverage set in earlier editions, which make the technical scientific information accessible to a wide range of students. The authors have received national awards for their teaching and are fully responsible for the content and organization of the text. As a result, it features strong pedagogy, abundant student-friendly examples, and an engaging conversational style.

The science and practice of memory come to life with Bennett Schwartz' Memory, Second Edition. Integrated coverage of

cognitive psychology and neuroscience throughout the text connect theory and research to the areas in the brain where memory processes occur, while unique applications of memory concepts to such areas as education, investigations, and courtrooms engage students in an exploration of how memory works in everyday life. Four themes create a framework for the text: the active nature of learning and remembering; memory's status as a biological process; the multiple components of memory systems; and how memory principles can improve our individual ability to learn and remember. Substantive changes in each chapter and 156 new references bring this new edition completely up to date and offer students an array of high-interest examples for augmenting their own memory abilities and appreciation of memory science.

Sensation and Perception, Fourth Edition sets the standard in bringing technical scientific information to a wide range of students with outstanding readability and thorough coverage. Retaining its traditionally clear and accessible writing style, this new edition boasts a thoroughly revised art program and over 1,300 new references. The motion chapter now focuses solely on visual motion perception, so it appears earlier in the text. In addition, the book includes thirteen In-Depth sections, each of which explore a current "hot" research topic to provide a sense of how researchers ask questions with subjects varying from the role of face recognition in eyewitness testimony to phantom limb perception. Above all, this text is written by two professors who have received national awards for their teaching. It features strong pedagogy, abundant student-friendly examples, and an engaging conversational style.

The second edition of 'The Science of Psychology' brings a truly appreciative view of psychology - as a science and for exploring behavior - to introductory students.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- The most learner-centered and assessment-driven text available With its engaging writing style and comprehensive coverage of key research, Psychology: An Exploration, 2/e, awakens students' curiosity and energizes their desire to learn more. This brief version draws readers into an ongoing dialogue about psychology, allowing them to fully grasp the subject. The authors establish clear learning objectives tied to the most recent APA-recommended undergraduate learning outcomes. MyPsychLab is an integral part of the Ciccarelli / White program. Engaging activities plus assessments provide a teaching and learning system that helps students master psychological concepts more readily. With MyPsychLab, students can watch videos on research and applications, participate in virtual classic experiments, and develop critical thinking skills through writing. This title is available in a variety of formats - digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more. 0205985432 / 9780205985432 Psychology: An Exploration with DSM-5 Update Plus NEW MyPsychLab with Pearson eText -- Access Card Package Package consists of: 0205206514 / 9780205206513 NEW MyPsychLab with Pearson eText -- Valuepack Access Card 0205979602 / 9780205979608 Psychology: An Exploration with DSM-5 Update

Neuropsychology for Occupational Therapists is a bestselling, comprehensive guide to the assessment and rehabilitation of impaired cognitive function and brain damage. Divided into two parts, the first introduces the fundamental role cognition has in occupational performance, before moving on to examine the theoretical frameworks behind cognitive rehabilitation. The second part covers the key components of each cognitive function, including attention, visual perception, movement, memory, and executive functions, and the disorders associated with them. Revised throughout, this invaluable new edition includes: Updated theory and evidence base of neuropsychology Frameworks and guidelines for assessment and intervention in practice Updated content on attention, memory and executive functions A new chapter on cognitive function in later years, and working with people to maintain cognitive health. Written in a clear and engaging style by an experienced author team of academic occupational therapists, with contributions from expert practising clinicians, it is full of a range of learning features, including case studies, summaries, and reflective activities, as well as for the first time narratives of the lived experience of cognitive impairment. Neuropsychology for Occupational Therapists is essential reading for students, newly qualified practitioners, and all those who work within neuropsychology and cognitive rehabilitation.

In this new, fully revised and expanded Fourth Edition, Rice and Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. The subject of campaigns has become increasingly high profile in the academic world in the decade since the last edition, and hundreds of new studies on campaign theory and practice have been published since 2001. Moreover, the rise of new media has expanded the array of strategies for designing and implementing campaigns. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas, including sun protection, organ donation, human rights, social norms, corporate social responsibility, use of condoms, ocean sustainability, fear messages, and digital games. Classic chapters are updated, on topics such as campaign history, theoretical foundations, formative evaluation, systems approaches, input-output persuasion matrix, design and evaluation, meta-analysis, and sense-making methodology. The new edition of Gray's acclaimed text, featuring dramatic new coverage of sensation and perception and new media tools that actively involve students in psychological research.

Sensation & Perception Sinauer Associates Incorporated

Now updated and revised with more than 600 new research citations, new chapters, and effective new pedagogy, Sensation and Perception, Sixth Edition provides broad, theoretically balanced coverage, along with late-breaking discoveries and new thinking on how we see, hear, taste, smell, touch, and make sense of our world. Featuring do-it-yourself demonstrations of actual perceptual phenomena, Coren, Ward, and Enns's interactive approach to sensation and perception enables you to use your own senses to understand this fascinating and dynamic field. Book jacket.

The most contemporary and relevant introduction to the field, Cultural Psychology, third edition, is unmatched in both its presentation of current, global experimental research and its demonstration of how cultural psychology is relevant to students' lives, their society and the world around them.

Do you wonder how movies – sequences of static frames – appear to move, or why 3-D films look different from traditional movies? Why does ventriloquism work, and why can airliner flights make you feel disoriented? The answers to these and other questions about the human senses can be found within the pages of Foundations of Sensation and Perception. This third edition maintains the standard for clarity and accessibility combined with rigor which was set in previous editions, making it suitable for a wide range of students. As in the previous editions, the early chapters allow students to grasp fundamental principles in relation to the relatively simple sensory systems (smell, taste, touch and balance) before moving on to more complex material in hearing and vision. The text has been extensively updated, and this new edition includes: a new chapter devoted to attention and perception over 200 new references over 30 new figures and improved, more colorful, visual presentation a new companion website with a range of resources for students and lecturers The book contains a range of pedagogical features, including tutorial sections at the end of each chapter. This distinctive feature introduces areas of the subject which are rarely included in student texts, but are crucial for establishing a firm foundation of knowledge. Some tutorials are devoted to more advanced and technical topics (optics, light measurement, Bayesian inference), but treated in an accessible manner, while others cover topics a little outside of the mainstream (music perception, consciousness, visual art). Foundations of Sensation and Perception will enable the reader to achieve a firm grasp of current knowledge concerning the processes that underlie our perception of the world and will be an invaluable resource for those studying psychology, neuroscience, and related disciplines.

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