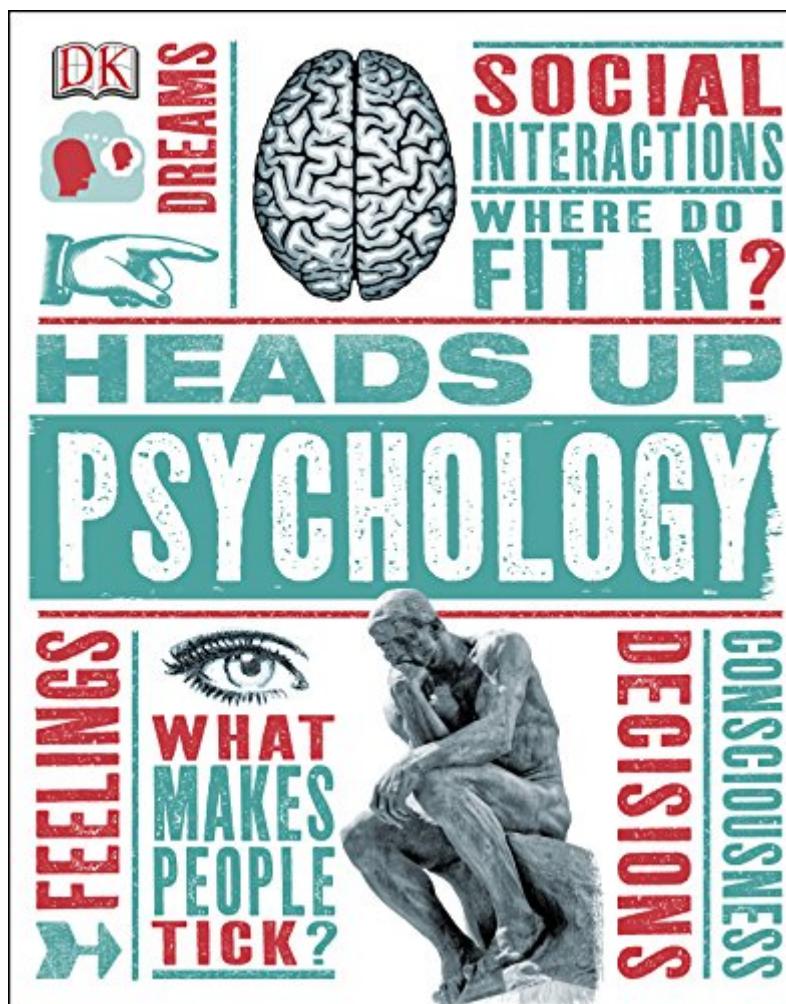


The book was found

Heads Up Psychology



Synopsis

"What is insanity?" "Can we trust our memories?" "Who needs parents, anyway?" The answers to these and many other burning questions lie in the world of psychology. It is all around us, influencing advertising, politics, and product development, and Heads Up Psychology explains it all. Using engaging graphics, this book explores the big ideas from all areas of psychology, including psychoanalysis, intelligence, and mental disorders, as well as offering biography spreads of key psychologists and case study panels about specific experiments to give everything context. Heads Up Psychology offers big ideas, simply explained for teen readers.

Book Information

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Customer Reviews

I love the way DK publishing puts together Non Fiction books so that my kids are hooked from the first page they look at! This has never failed me - from any topic in their Eyewitness series to Timelines of Science and History to the wildly wacky layouts of books like 'Take Me Back'. Their non fiction layouts are hugely attractive to kids and their presentation of complex ideas in accessible language is simply marvelous. This book may have a very crowded cover but the text inside is

targeted squarely at the advanced pre-teen or teenage reader. It does an excellent job covering the basics of psychological theory as well as the history of how we have come to believe what we believe about human psychology today. You can choose to read the book in sequential format or you can jump from topic to topic according to where your curiosity takes you. The five basic sections are titled What makes me tick?, What does my Brain do?, How does my mind work?, What makes me Unique? and Where do I fit in?. Chapters have titles like 'do you know what's right and wrong?' and 'who needs parents anyway?' which are bound to spark interest. Each chapter is a two page layout explaining the history of what Psychology has learned about the topic (attachment theory, the stages of moral development) or covers the work of a major figure in Psychology (Ramachandran, Pavlov, Freud, Milgram, etc). Most spreads have a small bar listing which page the reader should turn to in order to read related entries. For example, on the spread titled 'do you know what's right and wrong' the reader is directed to see pages 16-17 (developmental stages), 18-19 (Conditioning) and 26-27 (positive and negative reinforcement and modeling).

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