



## Scientific American: Psychology

*Deborah Licht, Misty Hull, Coco Ballantyne*

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In this breakthrough introduction to psychology, two committed, tech-savvy professors, Deborah Licht and Misty Hull, combine years of research and teaching insights with the journalistic skill of science writer, Coco Ballantyne, who came to this project directly from *Scientific American*. Together, they have created an introductory textbook and online system that draws on written profiles and video interviews of **27 real people** to help students better understand, remember, and relate to psychology's basic ideas.

Beautifully designed, the printed text is filled with high-interest examples and features, including full-page **infographics** that help students understand and retain key concepts. Online, additional author-created resources, including scaffolded activities and **adaptive quizzes**, provide a seamless learning experience for students and a reliable assessment mechanism for instructors and programs.

This innovative collaboration between Worth Publishers and *Scientific American* reflects a commitment to engaging and educating all students, including those who sometimes seem difficult to engage—in the contemporary style of the world's most respected science magazine.

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