


Essentials of Psychology: Concepts and Applications


By Jeffrey S. Nevid


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Featuring a manageable format and friendly style, the new edition of this brief introductory book was written with three goals in mind: to make the study of psychology accessible and engaging to beginning students in psychology, to provide a solid grounding in the knowledge base in psychology, and to help students succeed in the course. Nevid's comprehensive learning system--derived from research on memory, learning, and textbook pedagogy--is featured throughout. This learning model incorporates what the author calls the "Four Es of Effective Learning"--Engaging Student Interest, Encoding Information, Elaborating Meaning, and Evaluating Progress. ESSENTIALS OF PSYCHOLOGY: CONCEPTS AND APPLICATIONS, 3rd Edition, provides a broad view of psychology as well as applications of the knowledge gained from contemporary research to the problems and challenges we face in today's world.

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Editorial Review

About the Author

Dr. Jeffrey Nevid is Professor of Psychology at St. John's University in New York. He received his doctorate from the State University of New York at Albany and completed a post-doctoral fellowship in evaluation research at Northwestern University. Dr. Nevid has conducted research in many areas of psychology, including health psychology, clinical and community psychology, social psychology, gender and human sexuality, adolescent development, and teaching of psychology. His research publications have appeared in such journals as Health Psychology, Journal of Consulting and Clinical Psychology, Journal of Community Psychology, Journal of Youth and Adolescence, Behavior Therapy, Psychology and Marketing, Professional Psychology, Teaching of Psychology, Sex Roles, and Journal of Social Psychology, among others. Dr. Nevid also served as Editorial Consultant for the journals Health Psychology and Psychology and Marketing and as Associate Editor for the Journal of Consulting and Clinical Psychology. He is actively involved in conducting research on pedagogical advances to help students succeed in their courses.

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