Psychology A Beginners Guide Beginners Guides Oneworld

This concise, easy-to-understand and highly visual book helps students to understand the principles behind the many statistical practices. This text helps students to build a mental map to enable them to work their way through tests and procedures with a better level of understanding (and ultimately feel more confident and get better grades). Statistical analysis will also be covered in the book in the same simple-to-follow way, without messy details or complicated formulae. However, this approach does not lead to simple understanding. Instead it allows students to really grasp how to use, and be creative with, statistics. Key features: A principles-based approach, helping students to apply and adapt their skills to a variety of situation Test out principles in practice on the companion website with statistics scenarios Carefully designed graphics to explain statistical principles Links to relevant sources / further reading for statistical packages, so the book can be used as a portal to/ springboard for further study. Developed in conjunction with students means this book answers the key challenges students face. Based on a BPS commended programme Supported by a wealth of online resources at www.sagepub.co.uk/statisticsforpsychology

‘Am I normal?’ ‘What’s an anxiety disorder?’ ‘Does therapy work?’ These are just a few of the questions Natasha Devon is asked as she travels the UK campaigning for better mental health awareness and provision. Here, Natasha calls upon experts in the fields of psychology, neuroscience and anthropology to debunk and demystify the full spectrum of mental health. From A (Anxiety) to Z (Zero F**ks Given – or the art of having high self-esteem) via everything from body image and gender to differentiating ‘sadness’ from ‘depression’. Statistically, one in three of us will experience symptoms of a mental illness during our lifetimes. Yet all of us have a brain, and so we ALL have mental health – regardless of age, sexuality, race or background. The past few years have seen an explosion in awareness, yet it seems there is still widespread confusion. A Beginner's Guide to Being Mental is for anyone who wants to have this essential conversation, written as only Natasha - with her combination of expertise, personal experience and humour - knows how.

Psychology for Beginners: Introduction to the Basics of Psychology- Simple Explanation of 25 psychological Effects The psych book for the learning of Psychological Basics Have you ever asked yourself of how the human Psyche operates? Do you know the psychological traps that you're often subjected to unconsciously? Open Access Data is emerging as a source for cutting edge scholarship. This concise book provides guidance from generating a research idea to publishing results. Both young researchers and well-established scholars can use this book to upgrade their skills with respect to emerging data sources, analysis, and even post-publishing promotion. At the end of each chapter, a tutorial simulates a real example, allowing readers to apply what they learned about accessing open data, and analyzing this data to reach the results. This book can be of use by established researchers analyzing data, publishing, and actively promoting ongoing and research. Key selling features: Describes the steps, from A-Z, for doing open data research Includes interactive tutorials following each chapter Provides guidelines for readers so that they can use their own accessed open data Reviews recent software and websites promoting and enabling open data research Supplements websites which update recent open data sources

This book offers students a comprehensive, theoretical, and practical guide to communication theory. Croucher defines the various perspectives on communication theory—the social scientific, interpretive, and critical approaches—and then takes on the theories themselves, with topics including interpersonal communication, organizational communication, intercultural communication, persuasion, critical and rhetorical theory and other key concepts. Each theory chapter includes a sample undergraduate-written-written paper that applies the described theory, along with edits and commentary by Croucher, giving students an insider’s glimpse of the way communication theory can be written about and applied in the classroom and in real life. Featuring exercises, case studies and keywords that illustrate and fully explain the various communication theories, Understanding Communication Theory gives students all the tools they need to understand and apply prominent communication theories.

Trading for beginners could be a tough endeavor. It is not only about how the market changes but also because of the elusive yet common expectations among beginners. Even seasoned traders go through hard falls. That's normal, yes, but you can reduce them by applying helpful tips, strategies, and tricks. Especially if you want to treat trading as a business, success must be your middle name. Despite the challenges involved in trading, some people choose to trade as a part-time or a full-time gig. Following a good strategy and knowing your stuff would eventually allow you to generate impressive money over time. The market seems to get complicated, and increasingly more people show interest in trading. With this book, you will learn: How to Start Day Trading What Should You Invest in to Be Profitable at Day Trading Momentum Trading Risk Management Strategies Forex Trading Pros and Cons Scalping Strategy What Cryptocurrency is How to Develop a Winning Routine Binary Options Rules for Successful Trading Tips for Trading Options Money Management ...how should you begin, and how should you survive? If the idea of investing in trading (whether forex, stock, or day) entices you and want to know what your luck holds but uncertain of how to become a reliable trader, Trading Beginners Guide is such a helpful tool. The book includes Day, Forex, Options, and Swing trading for beginners. You can learn psychology, tips, and tricks on how to start investing and create a passive income from home. The book will take you through the essential steps. Becoming a successful trader requires a lot of hard work and patience, and your journey starts with relying on a guide to lead your way. Buy your trading guide now!

Programming Media Art Using Processing: A Beginner's Guide provides an entry-level exploration into visual design through computer programming using the open source and artist-friendly language, Processing. Used by hundreds of students, this learning system breaks lessons down into strategic steps towards fun and creative media art projects.
This book provides a linear series of lessons with step-by-step examples that lead to beginning media art projects, including abstract designs, pixel landscapes, rollover animations, and simple video games. Computer programming can be overwhelming for the first-time learner, but this book makes the learning of code more digestible and fun through a full color, well-diagrammed, and deeply explained text presentation. Lessons are rhythmically broken down into digestible parts with code annotations and illustrations that help learners focus on the details one step at a time. The content is legible, flexible, and fun to work with because of its project-based nature. By following the lessons and producing the projects sequentially in this book, readers will develop the beginning foundational skills needed to understand computer programming basics across many languages and also explore the art of graphic design. Ultimately, this is a hands-on, practical guide. To learn more about Margaret Noble's work, please visit her artist's website and educator website.

Psychology is the internationally best-selling introduction to one of the world's most exciting sciences. This popular text explores every major branch in the field, allowing students to discover classic and contemporary topics, theories and applications. This new 6th edition has been thoroughly revised and updated and includes over 1000 new references, as well as coverage of the DSM5 and new topics such as social neuroscience, spurious correlations, new theories of intelligence, the history of neuroscience and the Dark Tetrad. It also includes a discussion of the importance of replication, to encourage students to engage with this topical issue. A range of engaging pedagogical features bring alive the diverse strands within the subject. These include: Cutting Edge: 62 all new sections for this edition, introducing important and exciting research from across the discipline. Controversies in Psychological Science: current debates that encourage students to reflect upon the complex nature of topics within the field, covering issues such as: what is the role of oxytocin in trustworthiness? When is it right to deceive participants in psychological studies? Does brain training work? Do learning styles exist? ... and many more. Psychology in Action: sections highlighting the link between theory and application. Consider a range of real world examples such as: what will make you a better student? Does speed-reading work? International Perspectives: covers topics such as happiness and how brain research is being conducted in a global context. Richly illustrated throughout, with examples from across the globe, this is an essential read for students of psychology and related disciplines just beginning their studies, as well as for those who simply want to explore psychology in more depth.

Shane is back! The beloved heroine of students and faculty alike returns in this third volume of the acclaimed series, focusing on the basic how-to's and foundations of ethnographic studies of children and childhoods. The book opens with Shane trying to land a post-doc working in a department of cultural anthropologists studying children and childhood. Rather predictably, Shane initially sees children as nothing more than small adults. But in this book she'll be forced to reorient herself, yet again. As usual, she is aided by the spirits of the ancestors, of senior colleagues, of talking guinea pigs and gigantic head lice, and through it all by her esteemed guide, Billy the Literal Kid. This illustrated guide will orient the reader to the fundamental challenges in doing ethnographic research with children. The book begins by briefly exploring the history of research on children, with children, for children and "by" children. Throughout, it is about doing research with children rather than on them, highlighting their participant rather than object nature. Topics covered include: Foundations of child development Defining childhood The history, essential theories and major works in the anthropology of childhood Children's culture and popular Kinderculture Ethical concerns and IRBs Foundations of naturalistic inquiry with children Introduction to ethnographic methods with child participants, including detailed guidance in observation and interview methods Practical guidelines for analyzing children's artwork and other visual products Addressing the complexities of adult researcher subjectivities and roles This book is intended for the novice ethnographic researcher and student alike with learning at its core and is designed to encourage wider and deeper reading. It is a useful tool for teaching advanced undergraduate and graduate students in Education, Anthropology, Childhood Studies, Nursing, Communications, Media Studies, Art Education, and more, as well as an essential volume for any faculty bookshelf.

From premonitions to apparitions, spoon-bending to mind-reading, the paranormal has bemused and mystified humans for millennia. In this Beginner's Guide, renowned author and scientist Dr Caroline Watt explores the evidence behind such phenomena. In the last one hundred years, parapsychologists have tried to determine whether it is possible to examine paranormal activity using scientific methods. Packed full of interesting characters, surprising incidents and novel experiments, this book takes the reader on a journey through this fascinating research.

Parapsychology: A Beginner's Guide traces the history and evolution of parapsychology as a science, and provides a thorough and critical analysis of the research and evidence in the field today.

'This book will be of interest to anyone who may be considering training for a career in counselling and psychotherapy.... This text provides the reader with a considerable amount of information that may be used to select and hopefully successfully complete the right programme of study pertinent to their specific requirements. It maintains a good balance of being honest about the often rigorous and intense task of completing training, as well as being kindly reassuring that success can be achieved if approached in the right manner with sound advice being given throughout on how this may be carried out effectively' - Jacqueline A Lawrence, Counselling Psychology Review This highly practical and informative book is designed for all who are considering training in counselling, counselling psychology or psychotherapy. To secure work within these increasingly professional and competitive fields, candidates need to have the appropriate training and qualifications. While theoretically, and in practice, the professional groups have much in common, each has its own distinct training routes and qualifications which can be confusing for the newcomer. A Beginner's Guide to Training in Counselling & Psychotherapy sets out clearly the range of options for trainees including the professional pathways and main theoretical models available to them. Drawing on their vast experience as trainers, practitioners and former trainees, the contributors provide insights into what to expect from training and offer clear advice to help the reader: - select the right training - identify personal qualities which make them suitable or unsuitable - make a successful application - get the most out of training This book is the ideal starting point for anyone considering training in counselling, counselling psychology or psychotherapy. Trainers who want to provide students with an overview of the training process will find this an excellent text to recommend as initial or pre-course reading.
physician B.J. Miller and journalist and caregiver Shoshana Berger write in A Beginner's Guide to the End. "Our ultimate purpose here isn't so much to help you die as it is to free up as much life as possible therapy for your personality and situation. If you are serious about changing your outlook and training yourself to be more successful, you need this collection. If you read and apply the principles in these use NLP to improve your overall health. What Acceptance and Commitment Therapy (ACT) is. The differences between ACT and CBT. What Dialectical Behavior Therapy (DBT) is. How to pick the best form of the master of your own experiences. The best ways to change your behaviors Methods for improving your awareness. How and where performing them. We are going to teach you how to detect the little signals that can make you master human mind. We have packed all of this secrets in this practical guide. Here you will learn: What is dark psychology. 10 strategies to influence people through dark psychology. 7 rules to discover if you interlocutor is lying. How dark psychology can become your best weapon to rule How to figure out emotions by people's gestures 7 strategies to influence and manipulate everyone thanks to NLP. This guide will provide you everything you need get in control of anyone's mind. Thanks to the simple rules illustrated in this book you will have the capability to get the trust of people you relate to and influence their decisions. These capacities will help you to obtain whatever you want in your life. Do you think you will never be able to apply all of the tips we are suggesting you? Don't worry! This is a step by step guide that will provide you practical examples and science-based actions; a real recipe for your permanent change. Well, these are the tools you needed, the only step missing is your action! WHAT ARE YOU WAITING FOR? HIT THAT BUY NOW BUTTON!!!

Lacan without the jargon! Jacques Lacan was one of the most important psychoanalysts ever to have lived. Building upon the work of Sigmund Freud, he sought to refine Freudian insights with the use of linguistics, arguing that the structure of unconscious is like a language. Controversial throughout his lifetime both for adopting mathematical concepts in his psychoanalytic framework and for advocating therapy sessions of varying length, he is widely misunderstood and often unfairly dismissed as impenetrable. In this clear, wide-ranging primer, Lionel Bailly demonstrates how Lacan's ideas are still vitally relevant to contemporary issues of mental health treatment. Defending Lacan from his numerous detractors, past and present, Bailly guides the reader through Lacan's canon, from l'objet petit a to The Mirror Stage and beyond. Including coverage of developments in Lacanian psychoanalysis since his death, this is the perfect introduction to the great modern theorist.

For 800 years the prophecies in the Book of Revelation have captured the collective Western imagination. In "Beginner's Guide to Revelation," Robin Robertson uses his unique skills as a Jungian-oriented therapist to reinterpret this magnificent document as a saga of changing human consciousness. Robertson follows a spiral path around the central issues of our time, drawing from Jung's psychology, neurophysiology, shamanic rituals and modern mathematics. The author reveals how the Book of Revelation express in symbolic language our collective ability to experience with Jung's psychology, neurophysiology, shamanic rituals and modern mathematics. This exciting new material offers a sensitive journey into the meaning of death, transformation and changing consciousness. In this definitive introduction to the work of C. G. Jung, Dr. Robertson explains how Jung reintroduced Westerners to the world of archetypes—the imagery of the collective unconscious, of mythology, and the symbols in nature. He discusses the structure and dynamics of the psyche, the meaning of dreams, the shadow, the anima/animus, and the mysterious figure of the Self. This practical yet inspiring introduction can make Jung's exciting philosophy/psychology part of your life.

PsychologyA Beginner's GuideSimon and Schuster Do You Want to Increase Your EQ and Learn How to Shape the Behavior of Those Around You? One of the most important keys to leading a healthy, happy, and successful life is to develop your emotional intelligence. The more you understand about why people act the way they do and how to control your own thoughts and emotions, the easier it is to get what you want out of life. You will learn how to be a better communicator and how to persuade those around you to listen to your ideas. Inside this collection you will learn: The psychology of the unconscious mind How to use your shadow to increase your emotional intelligence. How to read people. The best way to identify and understand the needs of other people. Understanding emotions. Avoiding common mistakes when reading other people. How to become the master of your own experiences. The best ways to change your behaviors. Methods for improving your awareness. How to improve your relationships. How to gain more business acumen. The best ways to use NLP to improve your overall health. What Acceptance and Commitment Therapy (ACT) is. The differences between ACT and CBT. What Dialectical Behavior Therapy (DBT) is. How to pick the best form of therapy for your personality and situation? If you are serious about changing your outlook and training yourself to be more successful, you need this collection. If you read and apply the principles in these books, you will find that you understand yourself and others better than ever before. Obstacles to your success will fade away. You will feel happier and healthier, and everyone around you will notice that you are a changed person. Now is the time to take action on becoming the person you've always wanted to be. Get your Copy of the Psychology of Human Behavior Bundle Right Now!

"A gentle, knowledgeable guide to a fate we all share" (The Washington Post): the first and only all-encompassing action plan for the end of life. "There is nothing wrong with you for dying," hospice physician B.J. Miller and journalist and caregiver Shoshana Berger write in A Beginner's Guide to the End. "Our ultimate purpose here isn't so much to help you die as it is to free up as much life as possible.
until you do.” Theirs is a clear-eyed and big-hearted action plan for approaching the end of life, written to help readers feel more in control of an experience that so often seems anything but controllable. Their book offers everything from step-by-step instructions for how to do your paperwork and navigate the healthcare system to answers to questions you might be afraid to ask your doctor, like whether or not sex is still okay when you’re sick. Get advice for how to break the news to your employer, whether to share old secrets with your family, how to face friends who might not be as empathetic as you’d hoped, and how to talk to your children about your will. (Don’t worry: if anyone gets snippy, it’ll likely be their spouses, not them.) There are also lessons for survivors, like how to shunt down a loved one’s social media accounts, clean out the house, and write a great eulogy. An honest, surprising, and detail-oriented guide to the most universal of all experiences, A Beginner’s Guide to the End is “a book that every family should have, the equivalent of Dr. Spock but for this other phase of life” (New York Times bestselling author Dr. Abraham Verghese).

In this illuminating tour of humanity, Joy Hendry and Simon Underdown reveal the origins of our species, and the fabric of human society, through the discipline of anthropology. Via fascinating case studies and discoveries, they unravel our understanding of human behaviours and beliefs, including how witchcraft has been used to justify mistreatment, and debunk old-fashioned ideas about “race” based upon the latest genetic research. They even share what our bathroom habits reveal us about our concept of the body — and ourselves. From our evolutionary ancestors, through our rites of passage, to our responses to globalization, Hendry and Underdown provide the essential first step to understanding the world as an anthropologist would — in all its diversity and commonality.

Both students and professors typically assume that the content of introductory psychology textbooks, which are empirical in nature, are identical to psychology proper. Yet, what is surprising is how many interesting psychological insights can be found in both philosophy and literature that are often not found in psychology texts. Such insights are clearly psychological in nature, yet they do not go back to any empirical investigation. It seems that basic psychology textbooks — typically providing the basis for undergraduate and graduate psychology programs — represent only one important dimension of psychology: empirical psychology. But there is no simple, extensive identity between psychology and empirical psychology. ‘The Philosophical Dimension of Psychology: A Beginner’s Guide’ begins with an investigation of what constitutes the essential, unmediated psychologising that even theoretically denied by mainline contemporary psychology (if they lack an empirical warrant). Such matters include inner conscious experience, the world of intrinsic value, as well as the higher, uniquely personal dimension of human nature (that is, of intellect and will). This book, therefore, offers a more complete survey of the entire sphere of psychological reality, which could provide the context for more properly interpreting empirical psychological phenomena. For example, should we understand psychological conditioning principles within a broader context of personal freedom? Is a person more rightly conceived in a psychologically immanent way, that is, oriented simply toward the fulfillment of instincts and needs, or is there as well a transcendental orientation, oriented to truth and meaning? Should we understand psychology simply from the point of view of efficient causation, or do we need to also take into account final causation? It will be of interest to psychology students of either undergraduate or graduate level and of great use to those with no prior knowledge of philosophy.

Experimental design is important enough to merit a book on its own, without statistics, that instead links methodology to a discussion of how psychologists can advance and reject theories about human behaviour. The objective of this book is to fulfil this role. The first four chapters lay the foundations of design in experimental psychology. The first chapter justifies the prominent role given to methodology within the discipline, whilst chapters two and three describe between-subject and within-subject designs. Chapter four compares and contrasts the traditional experimental approach with that of the quasi-experimental, or correlational approach, concluding that the consequences of not recognizing the value of the latter approach can be far-reaching. The following three chapters discuss practical issues involved in running experiments. The first of these offers a comprehensive guide to the student researcher who wants to construct a good experiment, including a discussion of reliability and validity issues. The next chapter considers the basic tools of psychological research, whilst both discussing the theoretical problem of how a sample from a population is chosen and offering useful hints on the practical issue of finding adequate populations from which to select participants. The next chapter considers ethical practice within psychological research, written in large part so that psychology students will be better able to anticipate ethical problems in their studies before they occur. The final two chapters consider reporting and reading psychological papers. Chapter eight details what should and should not be included in a laboratory report. The contributors use their collective experience of marking numerous lab reports to highlight common errors and provide solutions. Finally, chapter nine describes the various elements of a journal article, including tips on how to get the best out of your journal reading. This text gives a general introduction to the subject but in a way that demonstrates its applicability to their work and to everyday life, whilst remaining academically grounded. It demonstrates how psychology can make a practical difference in the ‘realworld’. Topics covered include emotions, motivation, social life and the lifespan. Basic, up-to-date introduction to psychological concepts Practical exercises and techniques Scene setting examples from real life Are you interested in the field of counselling and psychotherapy or just starting out in your training? Trying to get to grips with the many different approaches and decide which are right for you? This book can help! An ideal introductory text that assumes no prior knowledge, leading authors in the field provide overviews of 26 counselling and psychotherapy approaches in accessible, jargon-free terms. Each approach is discussed using the same framework to enable easy comparison and evaluation, covering: Development of the Therapy Theory and Basic Concepts Practice Which Clients Benefit Most? Case study Four further chapters offer an insight into the therapeutic relationship, working with diversity, professional issues, and research, whilst resources such as suggested reading, discussion issues, appendices of further reading, and a comprehensive glossary help you consolidate your learning. So look no further if you want to know the differences between counselling and psychotherapy, compare psychodynamic and psychoanalytic theories, discover how constructivist approaches can be applied in practice, learn about third wave CBT therapies, or just get an overall overview of the field; this second edition of a bestseller gives you a whirlwind tour of the breadth, complexity, fascination and problems of the field of counselling and psychotherapy.

In this Beginner’s Psychology I have tried to write, as nearly as might be, the kind of book that I should have found useful when I was beginning my own study of psychology. That was nearly thirty years ago: and I read Bain, and the Mills, and Spencer, and Rabier, and as much of Wundt as a struggling acquaintance with German would allow. Curiously enough, it was a paragraph in James Mill, most unspecialized of psychologists, that set me on the introspective track,—though many years had to pass before I properly understood what had put him off it. A book like this would have saved me a great deal of labour and vexation of spirit. Nowadays, of course, there are many introductions to psychology, and the beginner has a whole library of text-books to choose from. Still, they are of varying merit; and, what is perhaps more important, their temperamental appeal is diverse. I do not find it easy to relate this new book to the older Primer,—which will not be further revised. There is change all through; every paragraph has been rewritten. The greatest change is, however, a shift of attitude; I now lay less stress than I did upon knowledge and more upon point of view. The beginner in any science is oppressed and sometimes disheartened by the amount he has to learn; so many men have written, and so many are writing; the books say such different things, and the magazine articles are so upsetting! Enviable is the senior who can reply, when some scientific question is on the carpet,—There are three main views, A’s and B’s and C’s, and you will find them here and there and otherwhere! But as time goes by this erstwhile beginner comes to see that knowledge is, after all, a matter of time itself. If he keeps on working, knowledge is added unto him; and not only knowledge, but also what is just as valuable as
knowledge, the power of expert assimilation; so that presently, when some special point is in debate, he is not ashamed of the plea of ignorance. He has learned that one man cannot compass the full range of a science, and he is assured that so many hours of expert attention will make him master of the new matter. He comes in this way not, surely, to underestimate knowledge, but to be less anxious about it; and that as preoccupation goes, the point of view seems to be more and more important. Why is it that beginners in science are so often disjointed in their thinking, so often superficial, unable to correlate what they know, logically all at sea? There is no doubt that they are, whether they study physics or chemistry, biology or psychology. I think the main reason is that they have never got the scientific point of view; they are taught Physics or Biology, but not Science. Hence I have, in this book, written an inordinately long introduction, and have kept continually harping on the difference between fact and meaning. I try to make the reader see clearly what I take Science to be. It does not matter whether he agrees with me; that is a detail; I shall be fully satisfied if he learns to be clear and definite in his objections, realizes his point of view, and sticks to it in working out later his own psychological system. Muddleman is the enemy; and there is a good deal of muddled thinking even in modern books.

Optimize joy, overcome obstacles--discover the calm of stoicism Being a stoic means embracing positivity and self-control through the ability to accept the uncertainty of outcomes. With this stoicism guide, the beginner stoic will learn how to take charge of their emotions on the path to sustained happiness and satisfaction. This easy-to-navigate stoicism guide gives you the emotional tools needed to let go of the things you can't control and find joy in what you have. Through thought-provoking strategies and exercises, this book helps you find contentment so you can build closer relationships and become an active member of society. The Beginner's Guide to Stoicism includes: Evolution of stoicism--Discover the history of stoicism and how its principles can help you find peace. Complete the mindset--Find acceptance using an essential emotional toolkit based on the disciplines of Desire, Action, and Assent. Time to reflect--Apply what you've learned to your own life with ethical questions, quotes, and exercises. Change your perception, focus on positivity--become the best version of yourself with The Beginner's Guide to Stoicism.

This practical, engaging book explores the fundamentals of pedagogy and the unique challenges of teaching undergraduate mathematics not commonly addressed in most education literature. Professor and mathematician Suzanne Kelton offers a straightforward frame that helps students and instructors establish their individual preferences for course policy and content exposition, while alerting them to potential pitfalls. The book discusses the running of day-to-day class meetings and offers specific strategies to improve learning and retention, as well as concrete examples and effective tools for class discussion that draw from a variety of commonly taught undergraduate mathematics courses. Kelton also offers readers a structured approach to evaluating and honing their own teaching skills, as well as utilizing peer and student evaluations. Offering an engaging and clearly written approach designed specifically for mathematicians, A Beginner's Guide to Teaching Mathematics in the Undergraduate Classroom offers an artful introduction to teaching undergraduate mathematics in universities and community colleges. This text will be useful for new instructors, faculty, and graduate teaching assistants alike.

"Beginners is ultimately about more than learning. It's about the possibilities that reside in all of us." --Daniel H. Pink, New York Times best-selling author of When, Drive, and To Sell is Human The best-selling author of Traffic and You May Also Like gives us an inspirational journey into the transformative joys that come with starting something new, no matter your age. Why do so many of us stop learning new skills as adults? Are we afraid to fail? Have we forgotten the sheer pleasure of being a beginner? Or is it simply a fact that you can't teach an old dog new tricks? Inspired by his young daughter's insatiable need to know how to do almost everything, and stymied by his own rut of mid-career competence, Tom Vanderbilt begins a year of learning purely for the sake of learning. He tackles five main skills (and picks up a few more along the way), choosing them for their difficulty to master and their distinct lack of career marketability--chess, singing, surfing, drawing, and juggling. What he doesn't expect is finding himself having rapturous experiences singing Spice Girls songs in an amateur choir, losing games of chess to eight-year-olds, and dodging scorpions at a surf camp in Costa Rica. Along the way, he interviews dozens of experts to explore the fascinating psychology and science behind the benefits of becoming an adult beginner. Weaving comprehensive research and surprising insight gained from his year of learning dangerously, Vanderbilt shows how anyone can begin again--and, more important, why they should take those first awkward steps. Ultimately, he shares how a refreshed sense of curiosity opened him up to a profound happiness and a deeper connection to the people around him--and how small acts of reinvention, at any age, can make life magical.

It is a conundrum that has vexed societies throughout history: how do you deal with those that break the law? If their aim is to evade you, how do you identify them? If their aim is to lie, how do you interview them? If they don’t see their actions are wrong, how do you help them to successfully reform? Criminal psychology is the discipline which tackles these challenges head on. From the signals which give away we’re lying to the psychological profiling of violent offenders, this exhaustive guide, written by the UK’s top experts, is the perfect introduction. Also covering policing, and the much debated topic of sexual offenders and their treatment, it will demonstrate how understanding the mind will help us to view modern justice from a more informed perspective.

Evolutionary Psychology: A Beginner's Guide is a uniquely accessible yet comprehensive guide to the study of the effects of evolutionary theory on human behaviour. Written specifically for the general reader, and for entry-level students, it covers all the most important elements of this interdisciplinary subject, from the role of evolution in our selection of partner, to the influence of genetics on parenting. The book draws widely on examples, case studies and background facts to convey a substantial amount of information, and is authored by the UK’s leading experts in the field, from the only dedicated research and teaching institute.

A Beginner’s Guide to Special Makeup Effects: Monsters, Maniacs and More is an introduction to special effects makeup using cost-effective tools and materials that can be found in local stores. The book is divided into three sections – Simple Makeup, Advanced Materials and Techniques and Advanced Makeup – and features tutorials to create characters such as a pirate, vampire, ghost, robot, burn victim, witch, zombie and goblin. Each character is introduced with a full-page photograph of the finished makeup and illustrated with full-color, step-by-step photographs. The book also includes instructions on how to make fake teeth, apply bald caps, create gory wounds and injuries and make simple prosthetics. Each makeup tutorial is designed to progressively build on the techniques outlined in the preceding tutorial, guiding readers from the basics of foundation, highlight and shadow to creating advanced creature makeups. This is a beginner makeup book suited for students of Stage Makeup courses, as well as for the theatre technician working and training on their own.

Philosophy, the “love of wisdom”, is the product of our endless fascination and curiosity about the world – the child of wonder. Through it, we seek to answer the most fundamental of questions: How do we know what we know? Does God exist? What is beauty? How do we live our lives? What am I? In this exhilarating tour, Peter Cave navigates all the main topics of philosophy with verve and clarity. Using witty and whimsical examples, including stoical sofas and Reg, the “regular” human, who just happens to carry his brain in a rucksack, Cave provides a welcome antidote to the dry textbook while covering everything from political philosophy to points of logic. Interspersed with helpful textboxes and underlining the enduring relevance of philosophy to us all, there is no better introduction for the aspiring sage. A riveting exploration of who we are and why we behave the way we do. Why do we become aggressive? How does the brain allow us to see, hear, and feel? Can listening to Mozart improve IQ? How do babies learn to perceive and think? How can we reduce obesity and cigarette smoking? Is being physically attractive an advantage? Psychology, the scientific study of the mind and our behaviour, has never been more popular. From TV experts to the amateur musings of your best friend, the language of psychology has permeated all aspects of everyday life. Here Martin reveals that modern psychology concerns
far more than the everyday stereotypes of Freud, Jung, and 'common sense' advice. This Beginner's Guide is informed by the latest cutting-edge research and provides a vibrant and witty exploration of our
senses, how our memory works, and what determines our intelligence, development, and personality.
Many people believe that they have experienced paranormal phenomena and others claim to possess psychic abilities. For the past hundred years or so, researchers have undertaken systematic and
scientific work into these alleged experiences and abilities. This collection of articles provides readers with a general sense of the methods used in this research, the findings that have been obtained and the
controversies generated by this work. They cover a wide range of issues, including the psychology of paranormal belief, investigations into ghosts and hauntings, laboratory research into extra-sensory
perception and psychokinesis, and controlled tests of psychics and mediums. An introductory essay sets each of the selected papers in context and provides additional references for those wishing to delve
deeper into the issues surrounding each of the areas covered.

With one famous equation, E=mc2, Einstein proved all matter can be described as energy. It is everywhere and it is everything. In this newly updated and engaging introduction, renowned scientist Vaclav
Smil explores energy in all its facets -- from the inner workings of the human body to what we eat, the car we drive and the race for more efficient and eco-friendly fuels. Energy: A Beginner's Guide highlights
the importance of energy in both past and present societies, by shedding light on the science behind global warming and efforts to prevent it, and by revealing how our daily decisions affect energy
consumption. Whether you're looking for dinner table conversation or to further your own understanding, this book will amaze and inform, uncovering the truths and exposing the myths behind one of the most
important concepts in our universe.

The second edition features: a CD with all of the book's Amos, EQS, and LISREL programs and data sets; new chapters on importing data issues related to data editing and on how to report research; an
updated introduction to matrix notation and programs that illustrate how to compute these calculations; many more computer program examples and chapter exercises; and increased coverage of factors that
affect correlation, the 4-step approach to SEM and hypothesis testing, significance, power, and sample size issues. The new edition's expanded use of applications make this book ideal for advanced students
and researchers in psychology, education, business, health care, political science, sociology, and biology. A basic understanding of correlation is assumed and an understanding of the matrices used in SEM
models is encouraged.

Angela Wright explains exactly what colour is and how it works, discussing traditional ideas about its influence on behaviour and mood before going on to describe the discoveries she has made over the last
twenty years. It shows you how to apply the theory of colour to yourself and your wardrobe, whatever your gender, race or colouring, and expands on applications in your home, your workplace and in
commercial design. Personality types and their relationship with specific colours and tones are described fully. Quizzes and practical examples help you to work out your 'personal palette' and identify which
colours are most supportive for you. The combination of practical advice and insight into the human condition is irresistible.

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