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Cognition, 9th Edition
Margaret W. Matlin, Thomas A. Farmer

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DESCRIPTION

Margaret Matlin and new co-author Thomas Farmer’s Cognition demonstrate how cognitive processes are relevant to everyday, real-world experiences, and frequently examines how cognition can be applied to other disciplines such as clinical psychology, social psychology, consumer psychology, education, communication, business, medicine, and law. The 9th edition continues to relate cognitive topics to applications in everyday life. This edition is fully updated with research and additional anecdotes. It also includes more research on neuroscience.

ABOUT THE AUTHOR


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The 9th edition has been thoroughly revised and updated. A partial list of changes includes the following:

- Chapter 2 includes a more thorough treatment of theoretical considerations and neuroscientific evidence regarding specialized recognition processes.

- Chapter 3 now includes a more precise treatment of research on eye-movements during reading.

- Chapter 4 was modified to further clarify the theoretical reasons for adopting the working-memory based model of early memory. Cognitive deficits in ADHD and other clinical populations are now discussed, as well as a more updated view of executive functioning.

- Chapter 5 provides greater clarity on the relationship between encoding and retrieval in long-term memory.

- Chapter 6 includes an increased discussion of the testing effect. Recent work on the testing effect served to motivate the inclusion of practice quiz questions at the end of each section.

FEATURES

- Clear, engaging writing with numerous examples: Students do not need to struggle to understand overly complex descriptions, yet authors’ writing style is not condescending.

- Extensive, useful pedagogical devices: Students can read the chapters and master the material on their own, without requiring guidance from their professor.

- Application of cognitive psychology to other disciplines: Many applications relate to careers that students may intend to pursue, such as education, business, clinical psychology, and law.
• Author-tested text: Prof. Matlin and Prof. Farmer have tested most of the material in each edition with their students and know which topics are likely to be difficult for students and which examples are especially helpful.

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