

**Bloomsburg University of PA**

**Technical Specification for 48.101: Introduction to Psychology**

**King: Experience Psychology, 2e**

**#274096**

**Prepared: April 12, 2013**

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**Project Summary**

McGraw-Hill Education – Learning Solutions shall provide a custom Connect Plus site for Bloomsburg University of PA. The custom site shall be built to the specifications of the school for their one semester course in 48.101: Introduction to Psychology. The site will be built using a copy of the national King: Experience Psychology, 2e Connect Plus site test bank, LearnSmart, OLC, library content including media banks and PsychInteractive ALE (from ISBN: 0077514777). The custom TextFlow eBook and custom Connect Plus site shall feature a custom cover.

**Custom Connect Site Specifications**

For 48.101, the Connect Plus site shall feature the following items:

* A custom TextFlow eBook (containing chapters 1-14) that directly reflects the national King, 2e TextFlow eBook and shall feature a **custom cover**.
* EZTest bank questions which will directly reflect those available within the national King, 2e Connect site (ISBN: 0077514777).
* Group assignment functionality
* LearnSmart *(copy of the national)*
* File attachment assignment functionality
* Web activity functionality
* Suggested Syllabus
* eBook Assignments
* Concept Clips
* PsychInteractive ALE
* Student/instructor resources (OLC) that will directly reflect those available within the national OLC (ISBN: 0078035341).
* Media Bank *(copy of the national)*
* Tegrity

**Out-of-scope**

- TextFlow eBook customization outside of adding a custom cover, any customization or ordering of information/chapters within the existing national EZtest banks, LearnSmart, ALE, OLC resources, media bank, and any additional items not listed above.

**Question Bank Outline**

For 48.101, the Connect Plus site shall feature the following EZTest banks and chapter/bank labeling taken from the existing EZTest question bank available within the national King, 2e Connect site (ISBN: 0077514777):

Chapter 01: The Science of Psychology

* Chapter 01 Suggested Syllabus
  + CH-01: Pre-Test
  + CH-01 LO-01: Explain what psychology is and discuss the roots and early scientific foundations of psychology.
  + CH-01 LO-02: Summarize the main themes of seven approaches to psychology.
  + CH-01 LO-03: Understand psychologys scientific method.
  + CH-01 LO-04: Describe the research methods commonly used in psychology.
  + CH-01 LO-05: Identify research samples and settings.
  + CH-01 LO-06: Describe ethical research.
  + CH-01 LO-07: Discuss psychology in everyday life.
  + CH-01: Post-Test
  + CH-01: Full Chapter
  + CH-01: Concept Clips
  + CH-01: Interactive Learning Activities
  + CH-01: NewsFlash
  + CH-01: Practice Tests
  + CH-01: Reading Quizzes

Chapter 02: The Brain and Behavior

* Chapter 02 Suggested Syllabus
  + CH-02: Pre-Test
  + CH-02 LO-01: Understand the functions of the nervous system.
  + CH-02 LO-02: Explain what neurons are and how they process information.
  + CH-02 LO-03: Identify the brains levels, structures, and functions.
  + CH-02 LO-04: State what the endocrine system is and how it affects behavior.
  + CH-02 LO-05: Describe the brains capacity for recovery and repair.
  + CH-02 LO-06: Explain how genetics increases our understanding of behavior.
  + CH-02: Post-Test
  + CH-02: Full Chapter
  + CH-02: Concept Clips
  + CH-02: Interactive Learning Activities
  + CH-02: Interactive Quizzes
  + CH-02: NewsFlash
  + CH-02: Practice Tests
  + CH-02: Reading Quizzes
  + CH-02: Videos

Chapter 03: Sensation and Perception

* Chapter 03 Suggested Syllabus
  + CH-03: Pre-Testselect
  + CH-03 LO-01: Understand basic principles of sensation and perception.
  + CH-03 LO-02: Explain how the visual system enables us to see and, by communicating with the brain, to perceive the world.
  + CH-03 LO-03: Understand how the auditory system registers sound and how it connects with the brain to perceive it.
  + CH-03 LO-04: Explain how the skin, chemical, kinesthetic, and vestibular senses work.
  + CH-03: Post-Test
  + CH-03: Full Chapter
  + CH-03: Interactive Learning Activities
  + CH-03: Concept Clips
  + CH-03: Interactive Quizzes
  + CH-03: NewsFlash
  + CH-03: Practice Tests
  + CH-03: Reading Quizzes
  + CH-03: Videos

Chapter 04: States of Consciousness

* Chapter 04 Suggested Syllabus
  + CH-04: Pre-Test
  + CH-04 LO-01: Discuss the nature of consciousness.
  + CH-04 LO-02: Explain the nature of sleep and dreams.
  + CH-04 LO-03: Evaluate the uses and types of psychoactive drugs.
  + CH-04 LO-04: Describe hypnosis.
  + CH-04 LO-05: Describe meditation.
  + CH-04: Post-Test
  + CH-04: Full Chapter
  + CH-04: Interactive Learning Activities
  + CH-04: NewsFlash
  + CH-04: Practice Tests
  + CH-04: Reading Quizzes
  + CH-04: Videos

Chapter 05: Learning

* Chapter 05 Suggested Syllabus
  + CH-05: Pre-Test
  + CH-05 LO-01: Identify types of learning.
  + CH-05 LO-02: Describe classical conditioning.
  + CH-05 LO-03: Explain operant conditioning.
  + CH-05 LO-04: Understand observational learning.
  + CH-05 LO-05: Discuss the role of cognition in learning.
  + CH-05 LO-06: Identify biological, cultural, and psychological factors in learning.
  + CH-05: Post-Test
  + CH-05: Full Chapter
  + CH-05: Concept Clips
  + CH-05: Interactive Learning Activities
  + CH-05: NewsFlash
  + CH-05: Practice Tests
  + CH-05: Reading Quizzes
  + CH-05: Videos

Chapter 06: Memory

* Chapter 06 Suggested Syllabus
  + CH-06: Pre-Test
  + CH-06 LO-01: Understand how memories are encoded.
  + CH-06 LO-02: Discuss how memories are stored.
  + CH-06 LO-03: Summarize how memories are retrieved.
  + CH-06 LO-04: Describe how the failure of encoding and retrieval are involved in forgetting.
  + CH-06 LO-05: Evaluate study strategies based on an understanding of memory.
  + CH-06: Post-Test
  + CH-06: Full Chapter
  + CH-06: Concept Clips
  + CH-06: Interactive Learning Activities
  + CH-06: NewsFlash
  + CH-06: Practice Tests
  + CH-06: Reading Quizzes
  + CH-06: Videos

Chapter 07: Thinking, Intelligence, and Language

* Chapter 07 Suggested Syllabus
  + CH-07: Pre-Test
  + CH-07 LO-01: Describe cognitive psychology and discuss the role of the computer in the development of the field.
  + CH-07 LO-02: Explain the processes involved in thinking and describe capacities related to superior thinking.
  + CH-07 LO-03: Describe intelligence and its measurement and discuss influences on and types of intelligence.
  + CH-07 LO-04: Identify the possible connections between language and thought and summarize how language is acquired and develops.
  + CH-07: Post-Test
  + CH-07: Full Chapter
  + CH-07: Concept Clips
  + CH-07: Interactive Learning Activities
  + CH-07: Interactive Quizzes
  + CH-07: NewsFlash
  + CH-07: Practice Tests
  + CH-07: Reading Quizzes
  + CH-07: Videos

Chapter 08: Human Development

* Chapter 08 Suggested Syllabus
  + CH-08: Pre-Test
  + CH-08 LO-01: Explain how psychologists think about development.
  + CH-08 LO-02: Describe physical development from prenatal stages through old age.
  + CH-08 LO-03: Describe cognitive development from childhood through old age.
  + CH-08 LO-04: Describe socio-emotional development from childhood through old age.
  + CH-08 LO-05: Explain gender development.
  + CH-08 LO-06: Explain moral development.
  + CH-08 LO-07: Understand death, dying and grieving.
  + CH-08: Post-Test
  + CH-08: Full Chapter
  + CH-08: Concept Clips
  + CH-08: Interactive Learning Activities
  + CH-08: Interactive Quizzes
  + CH-08: NewsFlash
  + CH-08: Practice Tests
  + CH-08: Reading Quizzes
  + CH-08: Videos

Chapter 09: Motivation and Emotion

* Chapter 09 Suggested Syllabus
  + CH-09: Pre-Test
  + CH-09 LO-01: Describe evolutionary, drive reduction, and optimum arousal theories of motivation.
  + CH-09 LO-02: Explain the biological basis of hunger and obesity, and the biology of sexual behavior and factors influencing sexuality.
  + CH-09 LO-03: Characterize approaches to motivation in everyday life.
  + CH-09 LO-04: Summarize views of emotion.
  + CH-09 LO-05: Discuss the role of motivation and emotions in physical and psychological health and wellness.
  + CH-09: Post-Test
  + CH-09: Full Chapter
  + CH-09: Concept Clips
  + CH-09: Interactive Learning Activities
  + CH-09: Interactive Quizzes
  + CH-09: NewsFlash
  + CH-09: Practice Tests
  + CH-09: Reading Quizzes
  + CH-09: Videos

Chapter 10: Personality

* Chapter 10 Suggested Syllabus
  + CH-10: Pre-Test
  + CH-10 LO-01: Define personality and summarize the psychodynamic perspectives.
  + CH-10 LO-02: Describe humanistic perspectives.
  + CH-10 LO-03: Discuss the trait perspectives.
  + CH-10 LO-04: Discuss the personological and life story perspectives.
  + CH-10 LO-05: Explain the social cogntive perspectives.
  + CH-10 LO-06: Characterize the biological perspectives.
  + CH-10 LO-07: Differentiate the main methods of personality assessment.
  + CH-10: Post-Test
  + CH-10: Full Chapter
  + CH-10: Concept Clips
  + CH-10: Interactive Learning Activities
  + CH-10: Interactive Quizzes
  + CH-10: Practice Tests
  + CH-10: NewsFlash
  + CH-10: Reading Quizzes

Chapter 11: Social Psychology

* Chapter 11 Suggested Syllabus
  + CH-11: Pre-Test
  + CH-11 LO-01: Describe how people think in social situations.
  + CH-11 LO-02: Describe altruism and aggression.
  + CH-11 LO-03: Identify how people are influenced in social settings.
  + CH-11 LO-04: Discuss intergroup relations.
  + CH-11 LO-05: Explain the nature of close relationships.
  + CH-11: Post-Test
  + CH-11: Full Chapter
  + CH-11: Concept Clips
  + CH-11: Interactive Learning Activities
  + CH-11: NewsFlash
  + CH-11: Practice Tests
  + CH-11: Reading Quizzes
  + CH-11: Videos

Chapter 12: Psychological Disorders

* Chapter 12 Suggested Syllabus
  + CH-12: Pre-Test
  + CH-12 LO-01: Define the characteristics, explanations, and classifications of abnormal behavior.
  + CH-12 LO-02: Distinguish among the various anxiety disorders.
  + CH-12 LO-03: Compare the mood disorders and specify risk factors for depression and suicide.
  + CH-12 LO-04: Describe the eating disorders.
  + CH-12 LO-05: Describe the dissociative disorders.
  + CH-12 LO-06: Characterize schizophrenia.
  + CH-12 LO-07: Identify the behavior patterns typical of personality disorders.
  + CH-12 LO-08: Explain how psychological disorders can create stigma for those suffering from them and how they can combat that stigma.
  + CH-12: Post-Test
  + CH-12: Full Chapter
  + CH-12: Interactive Learning Activities
  + CH-12: Interactive Quizzes
  + CH-12: NewsFlash
  + CH-12: Practice Tests
  + CH-12: Reading Quizzes
  + CH-12: Videos

Chapter 13: Therapies

* Chapter 13 Suggested Syllabus
  + CH-13: Pre-Test
  + CH-13 LO-01: Describe the biological therapies.
  + CH-13 LO-02: Define psychotherapy and characterize four types of psychotherapy.
  + CH-13 LO-03: Explain the sociocultural approaches and issues in treatment.
  + CH-13 LO-04: Evaluate the effectiveness of psychotherapy.
  + CH-13: Post-Test
  + CH-13: Full Chapter
  + CH-13: Interactive Learning Activities
  + CH-13: NewsFlash
  + CH-13: Practice Tests
  + CH-13: Reading Quizzes
  + CH-13: Videos

Chapter 14: Health Psychology

* Chapter 14 Suggested Syllabus
  + CH-14: Pre-Test
  + CH-14 LO-01: Describe the scope of health psychology and behavioral medicine.
  + CH-14 LO-02: Describe the various theoretical models of change.
  + CH-14 LO-03: Identify psychological and social tools that promote effective life change.
  + CH-14 LO-04: Explain stress, its relation to disease, and identify coping strategies.
  + CH-14 LO-05: Describe tools for healthy living, including exercise, eating right, quitting smoking, and safe sex.
  + CH-14 LO-06: Explain why positive psychology is the essence of psychology and how psychology applies to your physical health and well-being.
  + CH-14: Post-Test
  + CH-14: Full Chapter
  + CH-14: Concept Clips
  + CH-14: Interactive Learning Activities
  + CH-14: Interactive Quizzes
  + CH-14: NewsFlash
  + CH-14: Practice Tests
  + CH-14: Reading Quizzes
  + CH-14: Videos

Testbanks

* Chapter 01 The Science of Psychology
* Chapter 02 The Brain and Behavior
* Chapter 03 Sensation and Perception
* Chapter 04 States of Consciousness
* Chapter 05 Learning
* Chapter 06 Memory
* Chapter 07 Thinking, Intelligence, and Language
* Chapter 08 Human Development
* Chapter 09 Motivation
* Chapter 10 Personality
* Chapter 11 Social Psychology
* Chapter 12 Psychological Disorders
* Chapter 13 Therapies
* Chapter 14 Health Psychology

Supplemental eBook Exercises

* Concept Clip: Attachment
* Concept Clip: Attention
* Concept Clip: Cognitive Dissonance
* Concept Clip: Correlation
* Concept Clip: Critical Thinking and Metacognition
* Concept Clip: Independent and Dependent Variables
* Concept Clip: Mirror Neurons
* Concept Clip: Motivation
* Concept Clip: Nervous System
* Concept Clip: Operant Conditioning
* Concept Clip: Psychoanalytic Theory
* Concept Clip: Scientific Method
* Concept Clip: Sensory Adaptation
* Concept Clip: Stress and Coping
* Concept Clip: Three Stages of Memory
* Concept Clip: Thresholds
* Attitudes Towards Aging
* Brain Activity
* Correlations
* Depth Perception
* Designing an Experiment: Dependent and Independent Variables
* Drug Effects
* Ethical Dilemmas
* Localization of Function and Brain Plasticity
* Naturalistic Observation
* NewsFlash: Celebrating the Killing of Bin Laden and Evolutionary Psychology
* NewsFlash: Correlation Between Antidepressant Use and Higher Risk of Autism
* NewsFlash: Jared Loughners Marijuana Use
* NewsFlash: New Cigarette Warning Labels
* NewsFlash: Placebos Work Even When You Know Theyre Fake
* NewsFlash: Rep Gabrielle Giffords Brain Injuries
* NewsFlash: Seeing is Often Believing
* NewsFlash: September 11 Revealed Psychologys Limits
* NewsFlash: Stress and Your Brain
* NewsFlash: Traumatic Brain Injury (TBI)
* NewsFlash: Whitney Houston Cause of Death: How Cocaine Contributes to Heart Disease
* Stages of Sleep
* Structure of Neurons
* The Scientific Method
* Top-down vs. Bottom-up Processing
* Visual Illusions
* Webers Law
* Compare and Contrast Therapies
* Concept Clip: Brain Structures and Functions
* Conservation
* Crime Eyewitness
* Defense Mechanisms
* Disorders
* Distinguishing Abnormality: A Continuum View
* Eriksons Stages of Development
* First Impressions and Attraction
* Fundamental Attribution Error
* Gardners Multiple Intelligences
* Heuristics
* Kohlbergs Moral Reasoning
* Long-Term Memory
* Maslows Hierarchy of Needs
* Mate Selection
* Motivation and Psychological Perspectives
* NewsFlash: Anthony Weiner Texting Scandal
* NewsFlash: Attention and Life Online
* NewsFlash: Baby Einstein Products Doing More Harm than Good
* NewsFlash: Behind Every Harassed Child? A Whole Lot of Clueless Adults
* NewsFlash: Bilingualism
* NewsFlash: Casey Anthony Seeking Treatment
* NewsFlash: Charles Manson Not Paroled
* NewsFlash: Effects of Anti-Prejudice Messages
* NewsFlash: Ethics in Gender Related Experiments
* NewsFlash: Expert on Mental Illness Reveals Her Own Fight
* NewsFlash: Gabrielle Giffords Resigns from Congress
* NewsFlash: Gay Pride Groups Appear at US Military Academies
* NewsFlash: Genderless Child
* NewsFlash: Groupon
* NewsFlash: Jared Loughner Forced Medication
* NewsFlash: Joe Paterno and the Penn State Scandal
* NewsFlash: Joplin, MO Tornado and Stress
* NewsFlash: Martin Seligman on the Good Life
* NewsFlash: Mega Millions Lottery
* NewsFlash: Mind Over Mass Media
* NewsFlash: Miss America, Kirsten Haglund, Opens Up About Her Battle With Anorexia
* NewsFlash: Miss Universe Pageant and Transgender Contestants
* NewsFlash: Model Isabelle Caros Battle with Anorexia
* NewsFlash: Narcissism and College Students
* NewsFlash: Oslo Bombing
* NewsFlash: Rep. Giffords Outpatient Therapy
* NewsFlash: Rick Santorum Drops Out of Presidential Race Because of Daughter
* NewsFlash: Smoking
* NewsFlash: Stereotypes and Hurricaine Katrina
* NewsFlash: Steve Jobs Death
* NewsFlash: Stress of City Life
* NewsFlash: The Psychology of Dictatorship
* NewsFlash: The Science of Partying: Why Having Fun Makes You Forgetful
* NewsFlash: Then and Now of Memory
* NewsFlash: Tim Tebow Easter Followers
* NewsFlash: Trayvon Martinselect
* NewsFlash: Using Social Networking to Tap Intelligence
* NewsFlash: Virtual Learning
* NewsFlash: JetBlue Pilot Rage Likely Not Panic; Drugs or Brain Tumor Possible
* Observational Learning
* Personality Assessment
* Parts of the Brain and Their Functions
* Prenatal Development
* Reinforement and Punishment
* Rorschach Inkblots
* Schedules of Reinforcement
* Self-Report and Social Desirability
* Sensory Memory
* Shaping
* Stereotyping and Prejudice
* Stress and Coping (Interactive Learning)
* Stress in College
* Systematic Desensitization
* The Need for Achievement
* Trait Theory of Personality
* Understanding the DSM
* Visual System Development in Infants
* Word Decoder
* Working Memory
* Your Ideal Self
* Maslows Hierarchy of Needs

Concept Clips

* CH-01: Concept Clips
* CH-02: Concept Clips
* CH-03: Concept Clips
* CH-05: Concept Clips
* CH-06: Concept Clips
* CH-07: Concept Clips
* CH-08: Concept Clips
* CH-09: Concept Clips
* CH-10: Concept Clips
* CH-11: Concept Clips
* CH-14: Concept Clips

**LearnSmart Modules Outline**

For 48.101: Introduction to Psychology, the Connect Plus site shall feature the following LearnSmart modules copied from the national King, 2e Connect site (ISBN: 0077514777). The ordering of the modules within the LearnSmart shall be as follows:

* Chapter 1. The Science of Psychology
* Chapter 2. The Brain and Behavior
* Chapter 3. Sensation and Perception
* Chapter 4. States of Consciousness
* Chapter 5. Learning
* Chapter 6. Memory
* Chapter 7. Thinking Intelligence, and Language
* Chapter 8. Human Development
* Chapter 9. Motivation and Emotion
* Chapter 10. Personality
* Chapter 11. Social Psychology
* Chapter 12. Psychological Disorders
* Chapter 13. Therapies
* Chapter 14. Health Psychology

**Instructor Access**

Instructors shall access the course from <http://connect.mcgraw-hill.com>.

When creating a course for the first time, the site may be found under **Learning Solutions – Social Sciences** from within the Subject drop-down menu. The course shall be titled **Bloomsburg Univ of PA: King Experience Psychology** unless otherwise indicated by the institution. Upon creating their courses and sections within Connect, these will subsequently be accessed from the instructor’s home page within McGraw-Hill Connect.

Student access shall be for **180 days**.

**Student Access**

Instructors will be responsible for distributing a section-specific URL to the students so they may access the correct course. Upon arriving at the site, students shall be prompted to register within their section using the code printed on the access card or via a Connect Plus ecommerce purchase directly from the site. At this time, the students will create a Connect account and will use this account to gain access to their course within Connect on subsequent visits.

Student access shall be for **180 days**.

**Support**

Students and Instructors who need technical support will need to contact our Customer Experience Group (CXG) at 1–800–331–5094 or use existing links for support available within the Connect Plus product.

Should a student encounter issues in the purchase process, they may contact customer support via the following (also available at <http://shop.mcgraw-hill.com/mhshop/support>)

*Ecommerce Customer Service Monday - Friday 8am - 5pm EST 877–833–5524* [*customer.service@mcgraw-hill.com*](mailto:customer.service@mcgraw-hill.com)

**Delivery**

MHLS requests customer approval and ISBNs before April 22nd 2013 to deliver the complete solution by June 3rd 2013. Class start date is July 1st, 2013. A detailed walkthrough of the product will be provided to the internal team upon delivery.

**Estimated Timeline:**

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| --- | --- |
| 4/22 – 5/20 | Connect site/TexFlow eBook/LearnSmart production |
| 5/20 – 5/31 | Connect site Q/A and adjustments |
| 6/3 – 6/7 | Internal walkthrough of Connect Plus site / Final Delivery |