



Experiments for Teaching Psychology

Enhance Your Teaching with PsychMate®

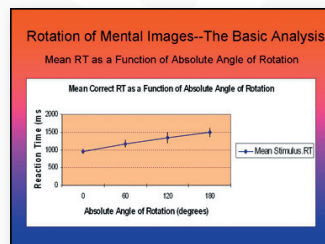
PsychMate® is the essential tool for undergraduate psychology instruction! When coupled with the new **Exploring Research Methods in Psychology Using PsychMate** textbook, students are equipped with the tools to both examine the core concepts of research methods and apply what they have learned through active participation in experiments.

Hands-on Learning Engages Students

Students participate in real experiments, not simple demonstrations or simulations. **PsychMate®** offers a selection of 30 classic and current experiments in psychology, with the ability to view plots and tables of real data immediately after running. The Student module lets students quickly and easily select experiments to run, with automatic data submission through the Internet.

Save Hours of Prep Time!

The Instructor module includes everything you need for collecting and merging data files, data analysis, and presentation of results. Retrieve data files from the server, then automatically analyze group data using analysis files provided for each experiment.



Easy to Use

- Quick installation and account setup
- Engaging graphics
- User-friendly experiment launcher
- Collect real data — see results immediately
- Automatic data submission

Comprehensive Data Analysis

- Data stored on a secure server — always available!
- Complete analysis for each experiment
- Merge single-participant data files for group analysis
- Instructor manual provides description of analyses, answers to questions, and suggestions for group discussion or exercises

Frequently Asked Questions

Will students be able to create their own experiments?

Yes, the **Psychology Experiment Authoring Kit (PEAK)** currently included with Version 2.0 allows students to create their own experiments from scratch or from one of the many templates included.

What operating systems support PsychMate®?

PsychMate® is compatible with Microsoft Windows® XP/Vista/7/8.

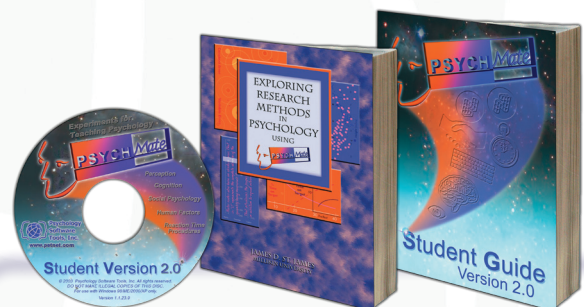
Can I get a demo of PsychMate®?

Yes, a demo may be downloaded at www.pstnet.com/psychmate.

How Can I Order?

Students may order through the PST shopping cart (<http://store.pstnet.com>), by contacting PST directly, or instructors may place an order with their bookstore.

PsychMate® Student Text: ISBN 1-880374-52-8 **PsychMate® Instructor Text: ISBN 1-880374-72-2**



NOW AVAILABLE

A one source solution for teaching
Exploring Research Methods In Psychology
Using PsychMate bundled with PsychMate

ISBN 1-880374-95-1

- Intimate linking with PsychMate®
- Topics from variables through the publication process
- Suggestions for expanding study topics
- Two-color design
- Topic, author, and experiment indexes
- Tips for graduate study
- Sample APA-style paper

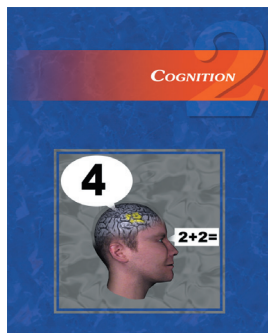
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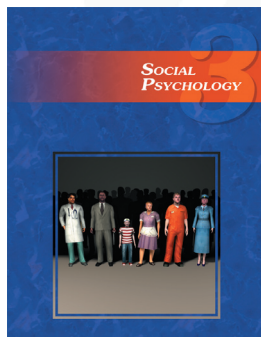
Perception

- Iconic Memory
- Change Blindness
- Signal Detection
- Perceptual Matching
- Rotation of Mental Images
- The Filling-In of Blind Spots: Induced Scotomas
- Selective Attention & Response Competition
- Attentional Interference & the Stroop Effect



Cognition

- Lexical Decisions
- Mental Comparisons
- The Generation Effect
- Typicality in Categorization
- Scanning Short-Term Memory
- Additive Factors in Methodology
- Sentence-Picture Comparison
- Automatic vs. Controlled Processing
- Organization in Memory as an Aid to Recall
- Recall, Recognition, & Encoding Specificity
- Executive Control, Planning, & the Tower of London

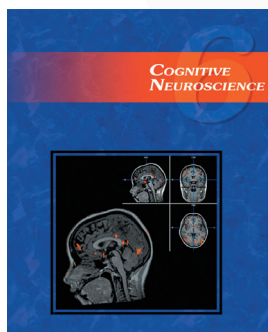


Social Psychology

- The Prisoner's Dilemma
- Impression Formation
- Measures of Personality Tests
- Automaticity and Stereotyping
- Levels of Processing & the Self Reference Effect
- Survey Research

Human Factors

- Human Factors in Telephone Systems



Reaction Time Procedures

- Number of Choices
- Stimulus Probabilities

Cognitive Neuroscience

- Introduction to Brain Imaging & Brain Tutor
- Working Memory & the fMRI (includes BrainExaminer)

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