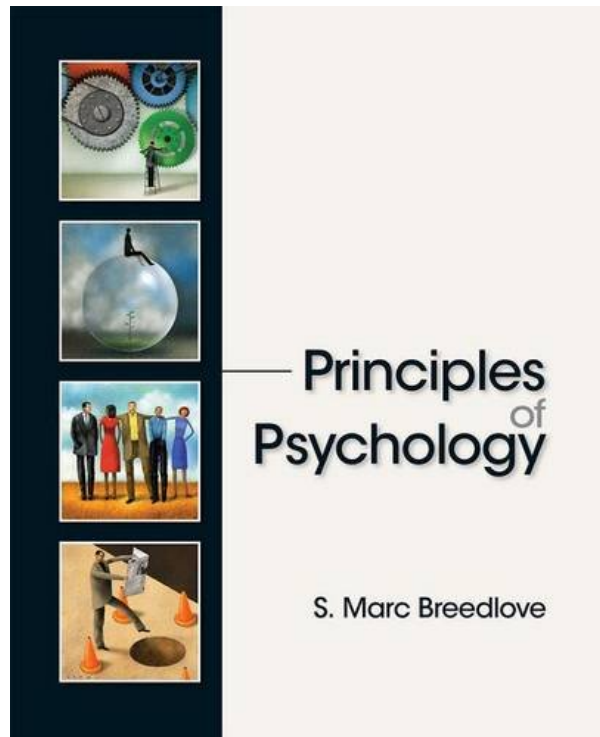
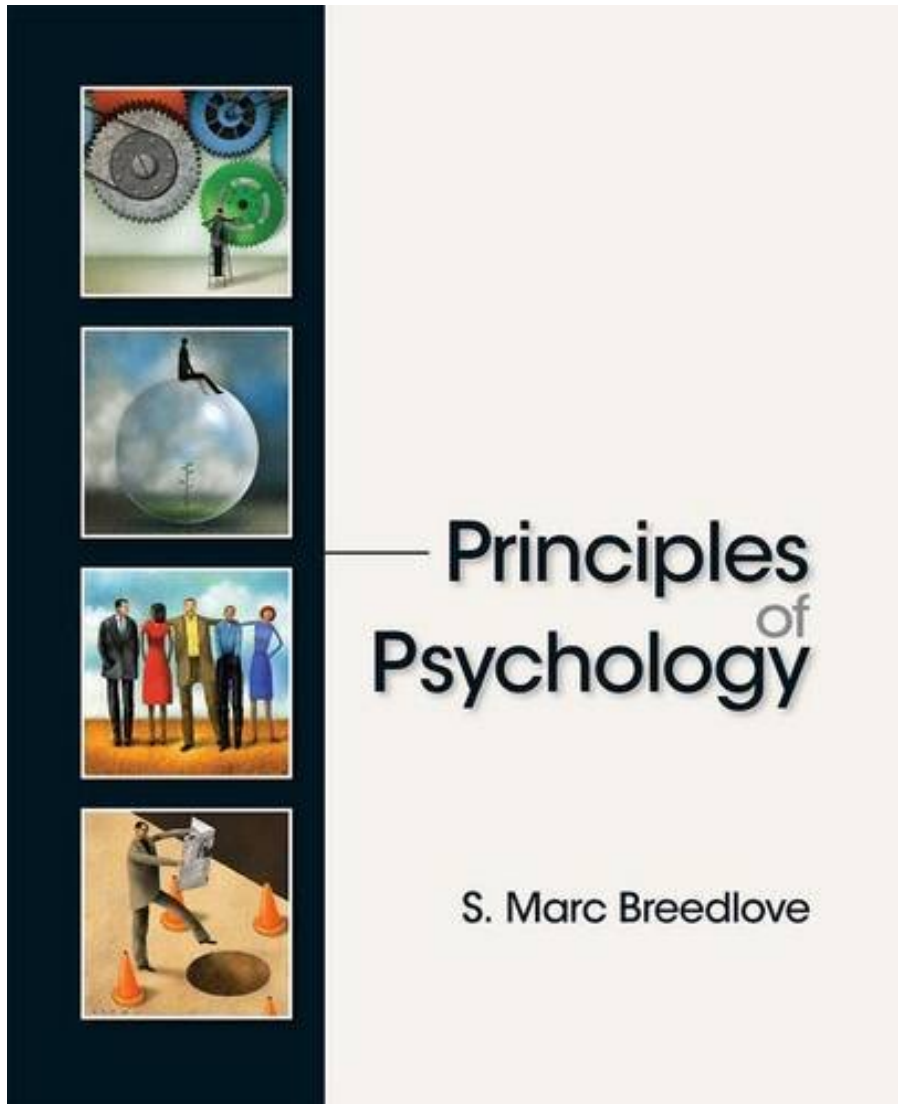


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- The mind is a process at work in a physical machine, the brain.
- We are consciously aware of only a fraction of our mental activity.
- We constantly modify our behavior, beliefs, and attitudes according to what we perceive about the people around us.
- Experience physically alters the structure and function of the brain.

With these four principles as a framework for the text, *Principles of Psychology* emphasizes that psychology is a science through discussion of relevant big-picture and proven concepts and cutting-edge research-based investigations that examine behavioral, psychological, and neuroscience experiments. By presenting data and facts from other scientific disciplines, as well as real-world vignettes and stories, Marc Breedlove teaches the reader how to think critically and scientifically about the underlying mechanisms of behavior.

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- Vignette: Each chapter begins with a story, an instance when behavior has a big impact on someone's life. The chapter returns to the vignette several times as we cover findings that relate to that particular case.
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- Skeptic at Large: Intended to sharpen the student's critical thinking skills, these boxes explore a widespread misconception and demonstrate how scientific research disproves it. The exploration of scientific experimentation also reinforces the Researchers at Work feature.
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- The Cutting Edge: Just prior to the end of every chapter, this feature explores an exciting report of current research. Showing students these vibrant and bold experiments will emphasize that psychology research remains alive and well.
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