McGraw Hill

connect® MASTER

Psychology

**ONLINE LEARNING
WITHOUT COMPROMISE**

Why did we develop Connect Master?

The goal of Connect Master for Introductory Psychology is to address one of the key market problems identified through research and interviews with instructors » students are not able to develop and apply psychology skills because they a) lack the knowledge of basic psychology concepts and research findings, and b) have not developed key academic skills, such as critical thinking, reading, writing, etc.

TOP COURSE GOALS

"What should students be able to do once they complete Introductory Psychology?"

Over **2,500** instructors said:

- Think analytically/critically about psychology concepts and phenomena

- Apply psychology to their daily lives

- Evaluate research presented in news stories or journal articles

TOP COURSE CHALLENGES

1 Getting students to read course materials

2 Supporting students who lack basic college success skills

3 Covering all the necessary course content

4 Engaging students

TOP COURSE SKILLS
■ Critical Thinking ■ Scientific Reasoning ■ Written Communication ■ Application

McGraw Hill connect MASTER
Introductory Psychology

With **Connect Master: Introductory Psychology,** students of varying preparedness quickly develop the skills to extend and apply their knowledge.

A first-of-its-kind, digital course solution Connect Master: Introductory Psychology empowers students to succeed by strengthening active learning strategies and skills development and helping solve key course challenges.

- Connect Master **empowers** students to succeed
- Connect Master **solves** key course challenges
- Connect Master **strengthens** active learning strategies and skills development
- Connect Master **evolves** with the state-of-the-discipline

ACTIVE LEARNING

Active learning consists of a variety of methods of learning in which all students are actively or experientially involved in the learning process. Active learning in the classroom requires student preparation and knowledge acquisition prior to instructional time.

Connect Master supports active learning in your courses by preparing students with a strong foundation of content and skills necessary to engage with material more deeply. Instructional time can focus on applying that knowledge and those skills to ensure deeper learning.

Before Class

Prepare

Engage

During Class
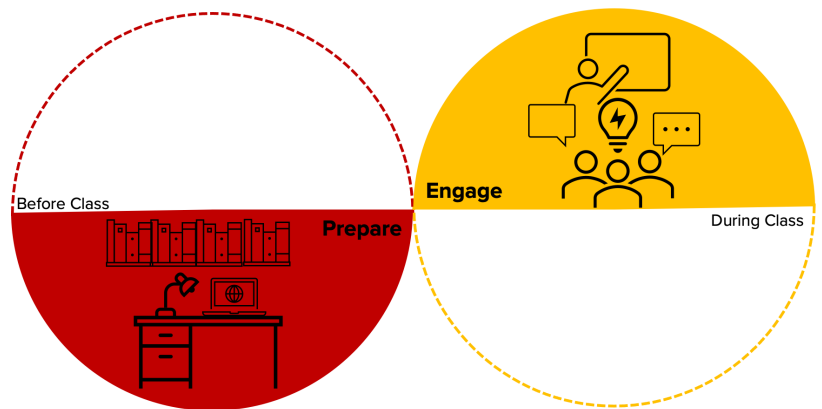
"I appreciate that the reading and questions following the reading are tailored to the specific student's understanding of the material."

DR. JACKIE ADAMSON
DEL MAR COLLEGE, CORPUS CHRISTI, TX

"Application is essential to retention and increasing student engagement. These activities are relevant, engaging and well-done."

JAMES RODGERS
HAWKEYE COMMUNITY COLLEGE

STRONG FOUNDATIONS

FOCUSED & ADAPTIVE

The reading experience in **Connect Master: Introductory Psychology** helps students identify and retain key concepts and optimizes the content presentation on any device.

Traditional chapters are divided into flexible modules and organized around Topic Overviews. These Topic Overviews support student learning of key concepts and information based on learning objectives.

After completing the reading, each student is served adaptive practice and review content to ensure any gaps in understanding are addressed before moving forward.
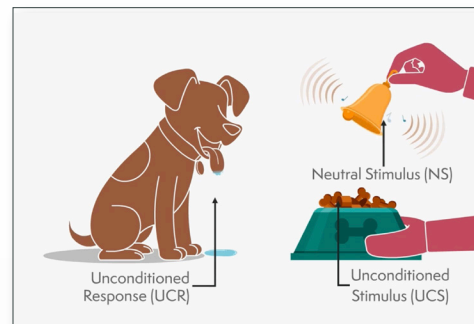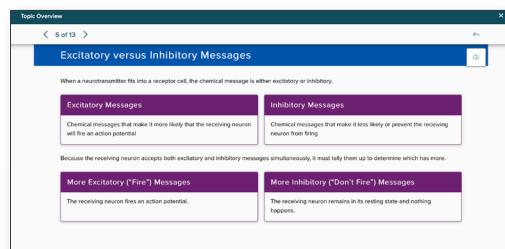
SKILL DEVELOPMENT

In addition to foundational course content, **Connect Master** provides abundant opportunity for students to understand, practice, and apply academic skills such as...

ASSIGNABLE SKILL TRAINING

- Reading and Thinking Critically
- Incorporating Sources into Writing
- Analyzing Tables and Figures
- Using Scientific Reasoning
- Reading Research
- Writing a Critical Analysis
- Writing and Responding to a Discussion Post
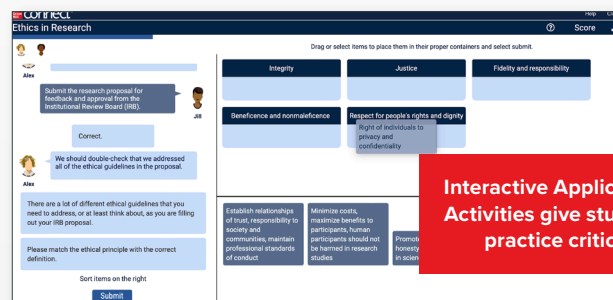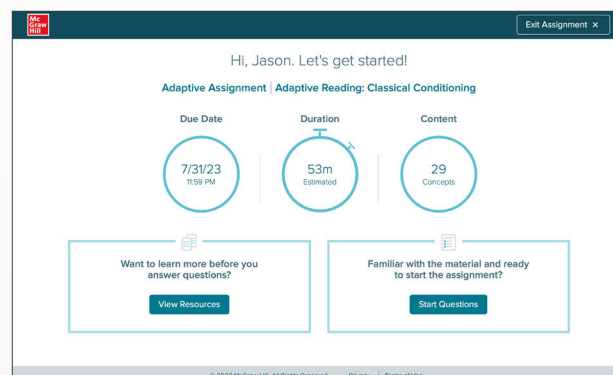
Interactive Application-Based Activities give students the to practice critical skills.

"I like how the material is learned by doing—answering questions—and not passively reading. This system forces the students to be engaged."

DENNIS K. MILLER
UNIVERSITY OF MISSOURI

POWERFUL WRITING TOOLS

Faculty using Connect Master can confidently assign and assess writing with easy-to-use reports, rubrics, grading, and feedback to simplify the process.

With built-in originality detection and grammar review supported by McGraw Hill learning resources, students identify mistakes during their writing process and receive just-in-time instruction on how to avoid these mistakes in the future.

The result is better student writing through practice and remediation.

DIGITAL-FIRST COURSEWARE

Connect Master: Introductory Psychology content is designed for digital use.

This digital-first reading experience ensures:

MOBILE-READY + OFFLINE LEARNING
With the ReadAnywhere® app students will be able to complete their work offline and upload it once a connection is established.

PRINTABLE COMPANION
All students have access to a printable core concepts notebook.

ACCESSIBILLITY
Accessibility is foundational to our development— our content is built to meet *WCAG AA* accessibility guidelines to ensure equity for all students.

FLEXIBILITY
Content can be assigned in a traditional chapter structure or organized more flexibly into modules.

"This is just such a valuable way of presenting Psychology as something different from what students see in the media. This is just such an excellent approach."

MARGOT UNDERWOOD
JOLIET JUNIOR COLLEGE

CURRENCY & RELEVANCY

UP-TO-DATE CONTENT
Strategic and as-needed content updates will free faculty from revision cycles. Faculty will have the option to include current updates without the hassle of moving to a new edition.

EMERGING RESEARCH
Each chapter includes at least one Emerging Research feature. The feature is organized into the following sections: Introduction (summarizing the purpose), methods, results and discussion, and implications. The consistent manner of presenting each study is designed to support student consumption and evaluation. Throughout the Topic Overviews, the feature illuminates the diversity of research psychologists in the field and emphasizes the diversity of scholarship found in modern psychology.

RELEVANCY MODULES
Assignable Relevancy Modules are brief, inclusive, and assessable modules that support the APA Introductory Psychology themes and the narratives of McGraw Hill's Intro Psych titles and are set up in a consistent framework to support student learning. These modules were developed by a diverse array of authors and designed to bring in currency to the course while making the content relatable and relevant to the learner!

FULL COURSE SOLUTION

Connect Master: Introductory Psychology is a complete course solution consisting of a standalone digital experience. Our aim is to unlock the potential of every learner, removing barriers between students and great learning outcomes.

"I love that the process is broken into various elements to walk students through the steps to reading and understanding an article. Most of our students have not read pure research and are intimidated by a long article. This process makes it manageable."

JESSICA S. MAHONEY, FRONT RANGE COMMUNITY COLLEGE

"This is an INCREDIBLE way for students to gain scientific literacy. It is absolutely brilliant!"

CHRISTIE CUNNINGHAM, M.S. PELLISSIPPI STATE COMMUNITY COLLEGE

ALIGNED CONTENT

Connect Master: Introductory Psychology learning objectives, content, and assignments are aligned with APA outcomes to optimize student learning.

- Learning objectives, assessments, and instructional content are aligned to ensure instruction directly supports what is assessed.

- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.

- Deep instructional alignment provides instructor transparency into student performance with actionable reports.

APA Outcomes (2021)

Outcome		
1.1 Define and explain basic psychological concepts.	▪ Adaptive Reading ▪ NewsFlash	▪ Relevancy Modules
1.2 Interpret research findings related to psychological concepts.	▪ NewsFlash ▪ Emerging Research Feature	▪ Power of Process ▪ Writing Assignment
1.3 Apply psychological principles to personal growth and other aspects of everyday life.	▪ NewsFlash ▪ Relevancy Modules	▪ Writing Assignment
2.1 Describe the advantages and limitations of research strategies.	▪ Emerging Research Feature ▪ Power of Process	▪ Writing Assignment
2.2 Evaluate, design, or conduct psychological research.	▪ Emerging Research Feature ▪ Power of Process	▪ Writing Assignment
2.3 Draw logical and objective conclusions about behavior and mental processes from empirical evidence.	▪ Writing Assignment	▪ Reasoning Exercises
2.4 Examine how psychological science can be used to counter unsubstantiated statements, opinions, or beliefs.	▪ Adaptive Reading ▪ Application-Based Activities ▪ Emerging Research Feature	▪ Power of Process ▪ Reasoning Activities ▪ Writing Assignment

	Adaptive Reading	Relevancy Modules	News-Flash	Practice Quizzes	Psychology at Work	Inter-actvities	Still Modules	Application-Based Activities	Power of Process Research Papers	Reasoning Exercises	Writing Practice
EVALUATE										✔	✔
ANALYZE									✔	✔	✔
APPLY		✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
UNDERSTAND	✔	✔	✔	✔	✔	✔	✔	✔	✔		
REMEMBER	✔	✔	✔	✔	✔	✔	✔				

Connect Master "enhances student engagement and learning. Focus on applied learning and information literacy are in line with the mission of the department and College."

MICHAEL FIGUCCIO, PHD, FARMINGDALE STATE COLLEGE

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Psychology

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