



Psychology in Plain English

Dr. Dean Richards

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Psychology in Plain English is an easy-to-read, somewhat folksy book describing principles of psychology and how they relate to real life. Dr. Richards uses anecdotes, personal examples, wicked humor, and explanations honed through more than 30 years and more than 700 psychology classes to covers some of his most popular classroom topics. How do we learn fears and phobias, and how can they be removed? Why is punishment not the best learning technique, or even second best? How does psychology differ from common sense? Is it true we only use 10% of our brains? Why do averages often tell us very little? Why does the English language, the language of science, business, and air traffic control, suck big time? Topics run the gamut from the origins of sexuality, practical uses and limitations of punishments and rewards, the origins of fears and phobias, factors that make things funny, keys to human happiness, common human errors in decision making, functions of different parts of the brain, and even what makes psychology psychology to start with. The overall result is a scientifically-supported yet easily understandable description of some of the more cutting edge research in psychology.

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