



Press Release: London February 2011

Why are we the way we are?

The Rough Guide to Psychology – by Christian Jarrett

Personal relationships/decisions/emotions/romantic interest/gender differences/psychology at work/shopping.

A contemporary and topical look at human behaviour and the mind.

The Rough Guide to Psychology starts with you, your mind and your brain and broadens out to look at your friends and other relationships.

Divided into seven sections and covering all subjects from personal relationships, your decisions and emotions, romantic interest, gender differences, psychology at work, shopping, sport psychology and criminal psychology. Finishing up with the difficult and controversial moments when the mind goes wrong; focusing on depression, anxiety, schizophrenia as well as more unusual conditions.

Did you know?

- **Brainstorming isn't as effective as people assume – a group of individuals working alone generate more and better quality ideas than the same group brainstorming together.**
- **We can literally be “scared to death” by terrifying situations.**
- **Loneliness spreads through social groups like a virus.**
- **Push-chairs that face toward the parent (instead of away, as is typical) has educational and well-being advantages for children.**
- **Teenage brains really are different from adult brains.**
- **Persisting with trying to find a word on the tip of your tongue can make it more likely to elude you in the future.**
- **The shape of your face really can provide clues to your personality type.**
- **Teams or individual athletes who wear red are more likely to win.**

From classic cases to the cutting edge of the subject, this book uncovers all facets of human behaviour in a fresh and compelling overview, including social networking sites such as Facebook's impact on our friendships and the seduction of gadgetry, to improving sports performance. The book also looks at the psychology of persuasion including the use of nudge-style interventions.

About the author: Christian Jarrett is editor of the British Psychological Society's Research Digest (www.researchdigest.org.uk/blog), and staff writer

on their house magazine The Psychologist. He won a Guild of Health Writers award for Best Feature in a Specialist Publication in 2009, and in 2010 the Research Digest blog was awarded the Best Blog - Psychology prize in the international Research Blogging Awards. He is co-author of This Book Has Issues, Adventures in Popular Psychology (2008), consultant editor of 30-Second Psychology (2011) and has written for many publications including The Times Eureka magazine, New Scientist, BBC Focus and Wired UK. He has a first degree in psychology, a Masters degree in neuroscience, and PhD in cognitive neuroscience from the University of Manchester's Institute of Science and Technology (UMIST). Christian posts on Twitter as @researchdigest.

Christian Jarrett is available for interview and comment.

Notes for Editors:

The Rough Guide to Psychology by Christian Jarrett

ISBN: 9781848364608 Publishing – April 2011 – Price: £11.99

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