

advertise in psychology today

Advertise in Psychology Today: Navigating the Opportunities and Challenges of Reaching a Specialized Audience

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Introduction: The Allure and Intricacies of "Advertise in Psychology Today"

The decision to "advertise in Psychology Today" is a significant one for mental health professionals. Psychology Today boasts a large and engaged audience actively seeking mental health services, making it a potentially lucrative platform. However, navigating the complexities of this advertising space requires careful consideration of its unique opportunities and challenges. This article will provide a thorough examination, offering insights into effective strategies and potential pitfalls.

Understanding the Psychology Today Audience

Before delving into the specifics of "advertise in Psychology Today," it's crucial to understand the platform's user base. Psychology Today attracts a diverse audience,

ranging from individuals seeking therapy to professionals interested in mental health research and news. This diversity presents both advantages and disadvantages.

Opportunities: The broad reach allows for targeting a wide range of potential clients, from those seeking specific therapeutic approaches to those grappling with particular mental health issues. The audience is also generally well-informed and actively engaged in improving their mental well-being, suggesting a higher potential for conversion.

Challenges: The diverse audience also means increased competition. Many therapists and mental health organizations compete for attention. Carefully crafting targeted messaging that resonates with specific segments within this broad audience is paramount.

Strategic Approaches to Advertise in Psychology Today

Several advertising options exist on Psychology Today, each with its advantages and limitations.

Directory Listings: This fundamental option allows professionals to list their practice information, including specialties, contact details, and a brief biography. While less expensive than other options, it provides basic visibility. Optimizing your listing with relevant keywords is crucial for improving search results within the Psychology Today directory.

Banner Ads: Banner ads offer more prominent visibility. They are strategically placed throughout the website, catching users' attention. However, banner ad effectiveness is contingent on compelling visuals and concise messaging. A/B testing different ad creatives is recommended to optimize click-through rates.

Sponsored Content: Sponsored content allows for more in-depth messaging, allowing therapists to establish credibility and expertise. This option provides more control over the narrative and can build trust with potential clients. However, it requires a significant investment and careful content creation to resonate with the audience.

Social Media Integration: Psychology Today often promotes its advertisers through social media channels. This cross-promotion can significantly enhance the reach and impact of the advertising campaign. Leveraging social media organically to support the paid campaign is also vital for maximum impact.

Budgeting and ROI for "Advertise in Psychology Today"

The cost of "advertise in Psychology Today" varies significantly depending on the chosen advertising method and campaign duration. A detailed budget should be prepared before initiating any campaign. Consider the following:

Advertising Costs: Obtain quotes for different ad types and placements.

Campaign Duration: Longer campaigns generally yield better results but require a larger upfront investment.

Metrics Tracking: Implement robust tracking mechanisms to monitor key performance indicators (KPIs) like website traffic, lead generation, and conversion rates. This data is

crucial for evaluating ROI and making informed adjustments to the campaign.

Ethical Considerations in Advertising Mental Health Services

Ethical considerations are paramount when advertising mental health services. The following principles should guide your advertising strategy:

Transparency: Avoid misleading or exaggerated claims about treatment effectiveness.

Confidentiality: Ensure that all advertising materials respect client confidentiality.

Accessibility: Consider the accessibility of your services for diverse populations.

Professionalism: Maintain a professional tone and image in all advertising materials. Avoid overly casual or sensationalized language.

Measuring Success and Optimizing Campaigns

Regularly monitoring and evaluating campaign performance is critical for optimizing ROI. Track key metrics such as:

Website Traffic: Monitor the number of visitors to your website from Psychology Today ads.

Lead Generation: Track the number of inquiries or appointments generated from your advertising efforts.

Conversion Rate: Calculate the percentage of leads that convert into paying clients.

Client Acquisition Cost (CAC): Determine the cost of acquiring each new client.

By regularly analyzing these metrics, you can make data-driven adjustments to your campaign, maximizing its effectiveness.

Conclusion

Deciding to "advertise in Psychology Today" requires careful planning and consideration. While the platform offers valuable opportunities to reach a large and engaged audience, success depends on a strategic approach, careful budgeting, and a commitment to ethical advertising practices. By understanding the nuances of the Psychology Today audience and leveraging data-driven optimization, mental health professionals can effectively utilize this platform to expand their reach and grow their practice.

FAQs

1. What is the average cost to advertise in Psychology Today? The cost varies greatly depending on the chosen advertising method (directory listing, banner ads, sponsored content), duration, and placement. Contact Psychology Today directly for pricing information.

1. How long does it take to see results from advertising in Psychology Today? Results vary, but you may start seeing an increase in website traffic and inquiries within a few weeks. Sustained advertising over several months usually yields better results.
1. What type of advertising is most effective on Psychology Today? The most effective advertising approach depends on your specific goals and target audience. A combination of directory listings and targeted banner ads or sponsored content may yield the best results.
1. How can I track the effectiveness of my Psychology Today advertising? Utilize website analytics tools to track website traffic, lead generation, and conversion rates. Use unique tracking links for each ad campaign to monitor individual performance.
1. What are the ethical considerations for advertising mental health services on Psychology Today? Ensure your advertising is transparent, avoids misleading claims, respects client confidentiality, and maintains a professional tone.
1. Can I target specific demographics or geographic locations when advertising in Psychology Today? Some advertising options allow for some level of targeting, but the extent of targeting may vary. Contact Psychology Today to explore the available targeting options.
1. What if my advertising campaign isn't performing well? Regularly monitor your campaign's performance. If it's underperforming, analyze the data, adjust your messaging or targeting, and A/B test different approaches.
1. How can I ensure my Psychology Today advertising aligns with my overall marketing strategy? Integrate your Psychology Today advertising into a broader marketing plan that includes other channels like social media, email marketing, and your website.
1. What kind of support does Psychology Today provide to its advertisers? Psychology Today offers varying levels of support depending on the advertising package. Contact

their advertising department to inquire about available support services.

Related Articles

1. "Optimizing Your Psychology Today Profile for Maximum Impact": This article discusses how to create a compelling profile to attract potential clients.
1. "The Psychology of Effective Mental Health Advertising": This explores psychological principles to improve the effectiveness of your marketing messages.
1. "A/B Testing Your Psychology Today Ads: A Step-by-Step Guide": This provides a practical guide on conducting A/B testing to optimize ad performance.
1. "Measuring ROI for Mental Health Advertising: Key Metrics and Strategies": This focuses on tracking and analyzing key performance indicators for improved ROI.
1. "Ethical Considerations in Digital Marketing for Mental Health Professionals": This article delves into ethical considerations for advertising mental health services online.
1. "Building a Strong Online Presence for Your Private Practice": This explores broader strategies for establishing a strong online presence beyond Psychology Today.
1. "Leveraging Social Media to Complement Your Psychology Today Advertising": This looks at using social media to amplify your Psychology Today advertising campaign.
1. "Case Studies: Successful Psychology Today Advertising Campaigns": This examines successful campaigns to illustrate best practices.

1. "Choosing the Right Advertising Channels for Your Mental Health Practice": This provides a comparison of different advertising channels and helps in selecting the best fit for your practice.

advertise in psychology today: Our Wild Calling Richard Louv, 2020-11-10 "A book that offers hope." —The New York Times Book Review "A wondrous tapestry." —Carl Safina, author of *Beyond Words: What Animals Think and Feel* Audubon Medal winner Richard Louv's landmark book *Last Child in the Woods* inspired an international movement to connect children and nature. Now he redefines the future of human-animal coexistence. In *Our Wild Calling*, Louv interviews researchers, theologians, wildlife experts, indigenous healers, psychologists, and others to show how people are connecting with animals in ancient and new ways, and how this serves as an antidote to the growing epidemic of human loneliness; how dogs can teach children ethical behavior; how animal-assisted therapy may yet transform the mental health field; and what role the human-animal relationship plays in our spiritual health. He reports on wildlife relocation and on how the growing populations of wild species in urban areas are blurring the lines between domestic and wild animals. *Our Wild Calling* makes the case for protecting, promoting, and creating a sustainable and shared habitat for all creatures—not out of fear, but out of love. Includes a new interview with the author, discussion questions, and a resource guide.

advertise in psychology today: Creative Systems Theory Charles M. Johnston, 2021-04-05 This book is the place to go for a deep dive into the forward-thinking, multi-faceted ideas of Creative Systems Theory. From the book's back cover: Creative Systems Theory brings big-picture, long-term perspective to understanding who we are and why we think and act in the ways that we do. It is pertinent equally to appreciating the past, teasing apart current cultural challenges, and making sense of what a vital human future will require of us. This is the definitive work on Creative Systems Theory and its implications. At a practical level, Creative Systems Theory provides powerful tools for making effective choices in both our personal and our collective lives. More conceptually, it makes a major contribution to the history of ideas. It clarifies how, while modern age institutions, values, and ways of thinking have served us well, they cannot be sufficient for the tasks ahead. And it offers a comprehensive approach to understanding that reflects the more mature and encompassing kind of thinking that will become more and more essential in times ahead. This volume brings together fifty years of committed inquiry and practical application. It is part guidebook, part memoir, part compilation, and part an effort to extend Creative Systems Theory's thinking just as far into the future as is possible.

advertise in psychology today: Dying to be Ill Marc D. Feldman, Gregory P. Yates, 2018-05-11 Most of us can recall a time when we pretended to be sick to reap the benefits that go along with illness. By playing sick, we gained sympathy, care, and attention, and were excused from our responsibilities. Though doing so on occasion is considered normal, there are those who carry their deceptions to the extreme. In this book, Dr. Marc Feldman describes people's strange motivations to fabricate or induce illness or injury to satisfy deep emotional needs. Doctors, family members, and friends are lured into a costly, frustrating, and potentially deadly web of deceit. From the mother who shaves her child's head and tells her community he has cancer, to the co-worker who suffers from a string of incomprehensible tragedies, to the false epilepsy victim who monopolizes her online support group, disease forgery is ever-present in the media and in many people's lives. In *Dying to be Ill: True Stories of Medical Deception*, Dr. Feldman, with the assistance of Gregory Yates, has chronicled this fascinating world as well as the paths to healing. With insight developed from 25

years of hands-on experience, *Dying to be Ill* is sure to stand as a classic in the field.

advertise in psychology today: *Life Is in the Transitions* Bruce Feiler, 2020-07-14 A New York Times bestseller! A pioneering and timely study of how to navigate life's biggest transitions with meaning, purpose, and skill Bruce Feiler, author of the New York Times bestsellers *The Secrets of Happy Families* and *Council of Dads*, has long explored the stories that give our lives meaning. Galvanized by a personal crisis, he spent the last few years crisscrossing the country, collecting hundreds of life stories in all fifty states from Americans who'd been through major life changes—from losing jobs to losing loved ones; from changing careers to changing relationships; from getting sober to getting healthy to simply looking for a fresh start. He then spent a year coding these stories, identifying patterns and takeaways that can help all of us survive and thrive in times of change. What Feiler discovered was a world in which transitions are becoming more plentiful and mastering the skills to manage them is more urgent for all of us. The idea that we'll have one job, one relationship, one source of happiness is hopelessly outdated. We all feel unnerved by this upheaval. We're concerned that our lives are not what we expected, that we've veered off course, living life out of order. But we're not alone. *Life Is in the Transitions* introduces the fresh, illuminating vision of the nonlinear life, in which each of us faces dozens of disruptors. One in ten of those becomes what Feiler calls a lifequake, a massive change that leads to a life transition. The average length of these transitions is five years. The upshot: We all spend half our lives in this unsettled state. You or someone you know is going through one now. The most exciting thing Feiler identified is a powerful new tool kit for navigating these pivotal times. Drawing on his extraordinary trove of insights, he lays out specific strategies each of us can use to reimagine and rebuild our lives, often stronger than before. From a master storyteller with an essential message, *Life Is in the Transitions* can move readers of any age to think deeply about times of change and how to transform them into periods of creativity and growth.

advertise in psychology today: *Unique* David Linden, 2020-09-29 Inspired by the abundance of unique personalities available on dating websites, a renowned neuroscientist examines the science of what makes you, you. David J. Linden has devoted his career to understanding the biology common to all humans. But a few years ago he found himself on OkCupid. Looking through that vast catalog of human diversity, he got to wondering: What makes us all so different? *Unique* is the riveting answer. Exploring everything from the roots of sexuality, gender, and intelligence to whether we like bitter beer, Linden shows how our individuality results not from a competition of nature versus nurture, but rather from a mélange of genes continually responding to our experiences in the world, beginning in the womb. And he shows why individuality matters, as it is our differences that enable us to live together in groups. Told with Linden's unusual combination of authority and openness, seriousness of purpose and wit, *Unique* is the story of how the factors that make us all human can change and interact to make each of us a singular person.

advertise in psychology today: *A Chronicle of Grief* Mel Lawrenz, 2020-07-21 Have you, or someone you love, experienced the devastation of a traumatic loss? In this raw, vivid narrative, Pastor Mel Lawrenz chronicles how his family struggled to survive the sudden death of their beloved daughter. For anyone whose life has been turned upside down by grief, this beautiful memoir offers hope and companionship.

advertise in psychology today: *You're Not Enough (And That's Okay)* Allie Beth Stuckey, 2020-08-11 From one of the sharpest Christian voices of her generation and host of the podcast *Relatable* comes a framework for escaping our culture of trendy narcissism—and embracing God instead. We're told that the key to happiness is self-love. Instagram influencers, mommy bloggers, self-help gurus, and even Christian teachers promise that if we learn to love ourselves, we'll be successful, secure, and complete. But the promise doesn't deliver. Instead of feeling fulfilled, our pursuit of self-love traps us in an exhausting cycle: as we strive for self-acceptance, we become addicted to self-improvement. The truth is we can't find satisfaction inside ourselves because we are the problem. We struggle with feelings of inadequacy because we are inadequate. Alone, we are not good enough, smart enough, or beautiful enough. We're not enough--period. And that's okay,

because God is. The answer to our insufficiency and insecurity isn't self-love, but God's love. In Jesus, we're offered a way out of our toxic culture of self-love and into a joyful life of relying on him for wisdom, satisfaction, and purpose. We don't have to wonder what it's all about anymore. This is it. This book isn't about battling your not-enoughness; it's about embracing it. Allie Beth Stuckey, a Christian, conservative new mom, found herself at the dead end of self-love, and she wants to help you combat the false teachings and self-destructive mindsets that got her there. In this book, she uncovers the myths popularized by our self-obsessed culture, reveals where they manifest in politics and the church, and dismantles them with biblical truth and practical wisdom.

advertise in psychology today: Supersurvivors David B Feldman, Lee Daniel Kravetz, 2015-04-15 A supersurvivor is a person who has dramatically transformed his or her life after surviving a trauma, accomplishing amazing things or transforming the world for the better. When tragedy befalls, many people succumb to trauma and suffer many psychological setbacks such as posttraumatic stress disorder. Many are able to move past the trauma and return to normal life. Some, however, are able to bounce back stronger and tougher than before. This rare species is called the supersurvivor. The scope of suffering may vary, but most people face troubles small or big in their day-to-day lives. Supersurvivors offers astonishing stories of the indomitable human spirit which will put your own life and how you live it into perspective.

advertise in psychology today: How We Live Now Bella M. DePaulo, 2015-08-25 A close-up examination and exploration, *How We Live Now* challenges our old concepts of what it means to be a family and have a home, opening the door to the many diverse and thriving experiments of living in twenty-first century America. Across America and around the world, in cities and suburbs and small towns, people from all walks of life are redefining our "livespaces"—the way we live and who we live with. The traditional nuclear family in their single-family home on a suburban lot has lost its place of prominence in contemporary life. Today, Americans have more choices than ever before in creating new ways to live and meet their personal needs and desires. Social scientist, researcher, and writer Bella DePaulo has traveled across America to interview people experimenting with the paradigm of how we live. In *How We Live Now*, she explores everything from multi-generational homes to cohousing communities where one's "family" is made up of friends and neighbors to couples "living apart together" to single-living, and ultimately uncovers a pioneering landscape for living that throws the old blueprint out the window. Through personal interviews and stories, media accounts, and in-depth research, *How We Live Now* explores thriving livespaces, and offers the reader choices that are freer, more diverse, and more attuned to our modern needs for the twenty-first century and beyond.

advertise in psychology today: Colour Psychology Today June McLeod, 2016-12-09 *Colour Psychology Today* reveals new colour psychology information that comes from the author's pioneering research and studies on colour. The book discloses unique knowledge on how colour psychology impacts on the business world and the individual, borne out of the author's extensive work as a colour consultant and trainer that spans more than thirty years. *Colour Psychology Today* is unlike any other colour psychology book available. It is a 'must have' for colour enthusiasts, branding experts, marketers, advertising execs, graphic designers, and anyone who would like to expand and develop the application of colour in their field of work.

advertise in psychology today: Educated Tara Westover, 2018-02-20 #1 NEW YORK TIMES, WALL STREET JOURNAL, AND BOSTON GLOBE BESTSELLER • One of the most acclaimed books of our time: an unforgettable memoir about a young woman who, kept out of school, leaves her survivalist family and goes on to earn a PhD from Cambridge University "Extraordinary . . . an act of courage and self-invention."—The New York Times NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW • ONE OF PRESIDENT BARACK OBAMA'S FAVORITE BOOKS OF THE YEAR • BILL GATES'S HOLIDAY READING LIST • FINALIST: National Book Critics Circle's Award In Autobiography and John Leonard Prize For Best First Book • PEN/Jean Stein Book Award • Los Angeles Times Book Prize Born to survivalists in the mountains of Idaho, Tara Westover was seventeen the first time she set foot in a classroom. Her family was so

isolated from mainstream society that there was no one to ensure the children received an education, and no one to intervene when one of Tara's older brothers became violent. When another brother got himself into college, Tara decided to try a new kind of life. Her quest for knowledge transformed her, taking her over oceans and across continents, to Harvard and to Cambridge University. Only then would she wonder if she'd traveled too far, if there was still a way home. "Beautiful and propulsive . . . Despite the singularity of [Westover's] childhood, the questions her book poses are universal: How much of ourselves should we give to those we love? And how much must we betray them to grow up?"—Vogue NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • O: The Oprah Magazine • Time • NPR • Good Morning America • San Francisco Chronicle • The Guardian • The Economist • Financial Times • Newsday • New York Post • theSkimm • Refinery29 • Bloomberg • Self • Real Simple • Town & Country • Bustle • Paste • Publishers Weekly • Library Journal • LibraryReads • Book Riot • Pamela Paul, KQED • New York Public Library

advertise in psychology today: *Powerarchy* Melanie Joy, 2019-09-03 Harvard-educated psychologist and bestselling author Melanie Joy exposes the psychology that underlies all forms of oppression and abuse and the belief system that gives rise to this psychology—which she calls powerarchy. Melanie Joy had long been curious as to why people who were opposed to one or more forms of oppression—such as racism, sexism, speciesism, and so forth—often stayed mired in many others. She also wondered why people who were working toward social justice sometimes engaged in interpersonal dynamics that were unjust. Or why people who valued freedom and democracy might nevertheless vote and act against these values. Where was the disconnect? In this thought-provoking analysis, Joy explains how we've all been deeply conditioned by the invisible system of powerarchy to believe in a hierarchy of moral worth—to view some individuals and groups as either more or less worthy of moral consideration—and to treat them accordingly. Powerarchy conditions us to engage in power dynamics that violate integrity and harm dignity, and it creates unjust power imbalances among social groups and between individuals. Joy describes how powerarchies—both social and interpersonal—perpetuate themselves through cognitive distortions, such as denial and justification; narratives that reinforce the belief in a hierarchy of moral worth; and privileges that are granted to some and not others. She also provides tools for transformation. By illuminating powerarchy and the psychology it creates, Joy helps us to work more fully toward transformation for ourselves, others, and our world.

advertise in psychology today: *The Psychology of Advertising in Theory and Practice* Walter Dill Scott, 1921

advertise in psychology today: *A Nation of Wimps* Hara Estroff Marano, 2008 Wake up, America: We're raising a nation of wimps. Hara Marano, editor-at-large and the former editor-in-chief of *Psychology Today*, has been watching a disturbing trend: kids are growing up to be wimps. They can't make their own decisions, cope with anxiety, or handle difficult emotions without going off the deep end. Teens lack leadership skills. College students engage in deadly binge drinking. Graduates can't even negotiate their own salaries without bringing mom or dad in for a consult. Why? Because hothouse parents raise teacup children—brittle and breakable, instead of strong and resilient. This crisis threatens to destroy the fabric of our society, to undermine both our democracy and economy. Without future leaders or daring innovators, where will we go? So what can be done? Kids would play in the street until their mothers hailed them for supper, and unless a child was called into the principal's office, parents and teachers met only at organized conferences. Nowadays, parents are involved in every aspect of their children's lives—even going so far as using technology to monitor what their kids eat for lunch at school and accompanying their grown children on job interviews. What is going on? Hothouse parenting has hit the mainstream—with disastrous effects. Parents are going to ludicrous lengths to take the lumps and bumps out of life for their children, but the net effect of parental hyperconcern and scrutiny is to make kids more fragile. When the real world isn't the discomfort-free zone kids are accustomed to, they break down in myriad ways. Why is it that those who want only the best for their kids wind up bringing out the worst in

them? There is a mental health crisis on college campuses these days, with alarming numbers of students engaging in self-destructive behaviors like binge drinking and cutting or disconnecting through depression. *A Nation of Wimps* is the first book to connect the dots between overparenting and the social crisis of the young. Psychology expert Hara Marano reveals how parental overinvolvement hinders a child's development socially, emotionally, and neurologically. Children become overreactive to stress because they were never free to discover what makes them happy in the first place. Through countless hours of painstaking research and interviews, Hara Marano focuses on the whys and how of this crisis and then turns to what we can do about it in this thought-provoking and groundbreaking book.

advertise in psychology today: *The Annoying Ghost Kid* Robert Evans Wilson Jr, 2011-12 *The Annoying Ghost Kid* is a funny story about Corky, a ten year old boy, who is tormented by Duke, a younger boy who happens to be a ghost. Duke loves to play practical jokes on Corky. It's like having a pesky little brother with special powers. The fun begins when Corky, and his friend Jill, are challenged to find imaginative ways to stop the ghost kid's tricks! In the beginning, the ghost kid clearly has the advantage, but eventually, Corky and Jill finally figure out how to turn things around on their transparent tormenter. Then, it's back and forth, and the pranks get funnier and funnier as the supernatural nuisance goes head to head with two increasingly clever kids.

advertise in psychology today: *The Psychology of Advertising* Bob M. Fennis, Wolfgang Stroebe, 2015-12-22 Advertising is a ubiquitous and powerful force, seducing us into buying wanted and sometimes unwanted products and services, donating to charitable causes, voting for political candidates, and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, but sometimes blatant and impossible to overlook. This revised and fully updated new edition of *The Psychology of Advertising* offers a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and discusses the research in the context of recent developments in the fields of social and consumer psychology. Key questions covered in the volume include: What impact does advertising have on consumer behavior? What causes this impact? What are the psychological processes responsible for the effectiveness of advertising? How do consumers make sense of advertising messages? Which messages get across successfully and when, and why? How do new online and digital technologies affect consumer judgement and choice? Engagingly written, and including a comprehensive glossary of frequently used concepts, *The Psychology of Advertising* is a unique and invaluable resource for advanced undergraduate and graduate students, and for researchers and lecturers in social psychology, marketing, and communications. It is also a valuable guide for professionals working in advertising, public health, public services and political communication.

advertise in psychology today: *What Is Art For?* Ellen Dissanayake, 2015-09-01 Every human society displays some form of behavior that can be called "art," and in most societies other than our own the arts play an integral part in social life. Those who wish to understand art in its broadest sense, as a universal human endowment, need to go beyond modern Western elitist notions that disregard other cultures and ignore the human species' four-million-year evolutionary history. This book offers a new and unprecedentedly comprehensive theory of the evolutionary significance of art. Art, meaning not only visual art, but music, poetic language, dance, and performance, is for the first time regarded from a biobehavioral or ethical viewpoint. It is shown to be a biological necessity in human existence and fundamental characteristic of the human species. In this provocative study, Ellen Dissanayake examines art along with play and ritual as human behaviors that "make special," and proposes that making special is an inherited tendency as intrinsic to the human species as speech and toolmaking. She claims that the arts evolved as means of making socially important activities memorable and pleasurable, and thus have been essential to human survival. Avoiding simplism and reductionism, this original synthetic approach permits a fresh look at old questions about the origins, nature, purpose, and value of art. It crosses disciplinary boundaries and integrates a number of diverse fields: human ethology; evolutionary biology; the psychology and philosophy of art; physical and cultural anthropology; "primitive" and prehistoric art; Western cultural history; and

children's art. The final chapter, "From Tradition to Aestheticism," explores some of the ways in which modern Western society has diverged from other societies--particularly the type of society in which human beings evolved--and considers the effects of the aberrance on our art and our attitudes toward art. This book is addressed to readers who have a concerned interest in the arts or in human nature and the state of modern society.

advertise in psychology today: Self-Help That Works John C. Norcross, Linda F. Campbell, John M. Grohol, PsyD, John W. Santrock, Florin Selagea, M.S., Robert Sommer, Ph.D., 2013-04-11
Previously published under title: Authoritative guide to self-help resources in mental health.

advertise in psychology today: Advertising Exposure, Memory and Choice Andrew A. Mitchell, 2013-06-17 Theoretical research on advertising effects at the individual level has focused almost entirely on the effects of advertising exposure on attitudes and the mediators of attitude formation and change. This focus implicitly assumes attitudes are a good predictor of behavior, which they generally are not, and downplays the role of memory, in that, there is generally a considerable amount of time between advertising exposure and purchase decisions in most marketing situations. Recently, a number of researchers have developed conceptual models which provide an explicit link between two separate events -- advertising exposure and purchase behavior -- with memory providing the link between these events. Originally presented at the eighth annual Advertising and Consumer Psychology Conference held in Toronto, some chapters in this volume present recent research on the role of inferences in advertising situations, the effects of exposure to multiple advertisements, message receptivity, drama advertisements and the use of EEG in measuring advertising effectiveness. Contributions focus on research examining the effects of advertising exposure on consumer information processing and decision making. This book will be of interest to consumer psychologists and professionals in advertising and marketing.

advertise in psychology today: Tracking Wonder Jeffrey Davis, 2021-11-16 Discover how the lost art of wonder can help you cultivate greater creativity, resilience, meaning, and joy as you bring your greatest contributions to life. Beyond grit, focus, and 10,000 hours lies a surprising advantage that all creatives have—wonder. Far from child's play, wonder is the one radical quality that has led exemplary people from all walks of life to move toward the fruition of their deepest dreams and wildest endeavors—and it can do so for you, too. "Wonder is a quiet disruptor of unseen biases," writes Jeffrey Davis. "It dissolves our habitual ways of seeing and thinking so that we may glimpse anew the beauty of what is real, true, and possible." Rich with wisdom, inspiring stories, and practical tools, *Tracking Wonder* invites us to explore how the lost art of wonder can inspire a life of greater joy, possibility, and purpose. You'll discover: The six facets of wonder—key qualities to help you cultivate the art of wonder in your work, relationships, and life How wonder can help us fertilize creativity, sustain the motivation to pursue big ideas, navigate uncertainty and crises, deepen our relationships, and more The biases against wonder—moving beyond societal and internalized resistance to our inherent gifts Why experiencing wonder isn't really about achieving goals—though that happens—but about how we live each day Inspiring stories of people whose experiences of wonder helped them move through the unthinkable to create extraordinary lives Practical exercises, tools, and reflections to help you begin your own practice of tracking wonder A refreshing counter-voice to the exhausting narrative hyper-productivity, *Tracking Wonder* is a welcome guide for experiencing more meaning and joy in the present moment as you bring your greatest contributions to life.

advertise in psychology today: The Empire of Depression Jonathan Sadowsky, 2020-10-22 Depression has colonized the world. Today, more than 300 million of us have been diagnosed as depressed. But 150 years ago, depression referred to a mood, not a sickness. Does that mean people weren't sick before, only sad? Of course not. Mental illness is a complex thing, part biological, part social, its definition dependent on time and place. But in the mid-twentieth century, even as European empires were crumbling, new Western clinical models and treatments for mental health spread across the world. In so doing, depression began to displace older ideas like melancholia, the Japanese *utsushô*, or the Punjabi sinking heart syndrome. Award-winning historian Jonathan

Sadowsky tells this global story, chronicling the path-breaking work of psychiatrists and pharmacists, and the intimate sufferings of patients. Revealing the continuity of human distress across time and place, he shows us how different cultures have experienced intense mental anguish, and how they have tried to alleviate it. He reaches an unflinching conclusion: the devastating effects of depression are real. A number of treatments do reduce suffering, but a permanent cure remains elusive. Throughout the history of depression, there have been overzealous promoters of particular approaches, but history shows us that there is no single way to get better that works for everyone. Like successful psychotherapy, history can liberate us from the negative patterns of the past.

advertise in psychology today: *Traffic Psychology Today* Pierre-Emmanuel Barjonet, 2013-03-14 After several decades of research, practice, intervention, and instruction, traffic psychology is in need of a summary work outlining the main trends in the discipline. *Traffic Psychology Today* provides a theoretical basis of the topic, a summary of the acquired research in the field, practical applications for government planners, and a critical discussion of future trends. Through a series of chapters contributed by an international group of researchers under the general editorship of Pierre Barjonet, *Traffic Psychology Today* comprehensively synthesizes thinking in the psychology of traffic from its inception in the mid 1950s through the present day.

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