

**Behavioral  
Neuroscience**

NINTH EDITION



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**OXFORD**  
UNIVERSITY PRESS

# Instructor Quick Start Guide:

Oxford Learning Link Direct for Breedlove and  
Watson, *Behavioral Neuroscience*, 9<sup>th</sup> Edition

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# Introduction

**Welcome to the digital resources for *Behavioral Neuroscience*, 9<sup>th</sup> Edition!** To help you get off to a smooth start this term, this Instructor Quick Start Guide will cover essential information about using and accessing Oxford's digital resources within your school's LMS via Oxford Learning Link Direct.

## Who We Are

At **Oxford University Press**, **content comes first**. We create high-quality, engaging, and affordable digital material in a variety of formats and deliver it to you in the way that best suits the needs of you, your students, and your institution.

## What We Offer

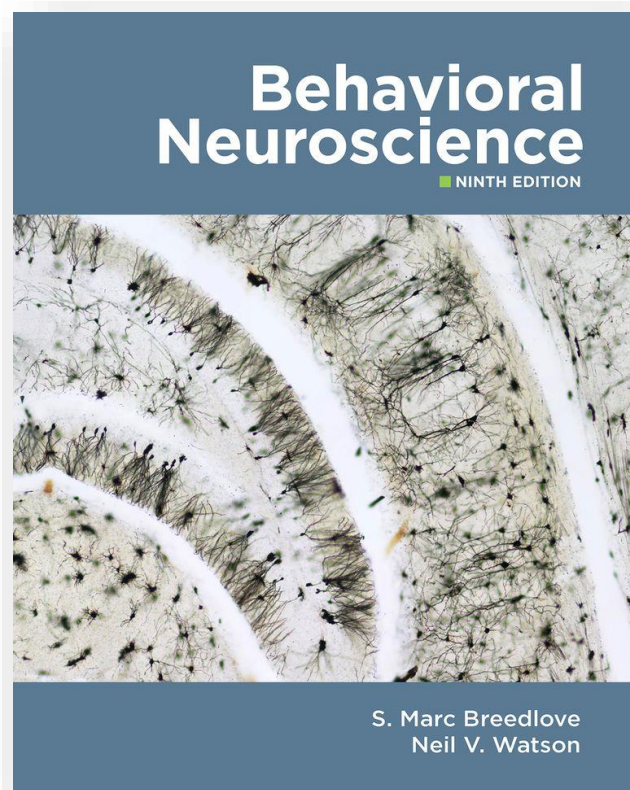
All new print and digital copies of ***Behavioral Neuroscience*, 9<sup>th</sup> Edition**, come with an access code that allows students to unlock a full suite of engaging and effective digital learning tools. These tools can be made **available within your institution's own LMS** via a one-time course integration involving Oxford Learning Link Direct, also known as an interoperable course cartridge.

With Learning Link Direct, there is no need for you and your students to learn a separate publisher-provided courseware platform in order to access quality digital learning tools within your LMS. Instructors and LMS administrators simply download and install Learning Link Direct and, with the turn of a digital key, incorporate engaging content from Oxford University Press directly into your LMS for assigning and grading.

At this time, we currently offer Learning Link Direct for **Blackboard, Canvas, D2L/BrightSpace, and Moodle**.

# Introduction

Additionally, please note that **this guide is meant for instructors who would like to have their students access the digital resources for *Behavioral Neuroscience* within their school's LMS.** If you do not wish to integrate these resources into your LMS this term, you can also choose to have your students access them via Oxford's cloud-based learning platform, [Oxford Learning Cloud](#) (formerly known as Dashboard), or for self-study through [Oxford Learning Link](#). Visit <https://oup-arc.com/access/breedlove9e> for information on these options.



# Instructor FAQ

## Instructor FAQ

**Q: How do I integrate OUP digital content into my course via Learning Link Direct?**

**A:** Follow the simple steps outlined in the [Gaining Access](#) section of this guide.

**Q: How do my students access OUP digital content in my course?**

**A:** Have your students follow the three simple steps outlined in the [Student Registration](#) section of this guide.

**\*TIP:** Make sure to tell your students to register for OUP resources using **the same email address** that they use to access their LMS.

**Q: Is access to the digital learning resources for this title included in new copies of *Behavioral Neuroscience*?**

**A:** Yes! **All new print and digital copies of the text automatically include a one-time-use access code that allows students to unlock our premium digital content** for no additional cost.

**Q: What if my students purchased a used or old edition of the book?**

**A:** If students decide to purchase a used book, OUP provides students with the option to purchase **stand-alone access** to our digital content. Our stand-alone pricing is **considerably more affordable** than our competitors stand-alone access and includes access to the eBook.

**Q: What if my students are not prepared to purchase their text or stand-alone access at the start of the term?**

**A:** Students who are not prepared to redeem their access code or purchase access at the start of the term will have the option to activate a 14-day free trial. Additional details can be found in the [Student Registration](#) section of this guide. This free trial option ensures that all students have access to an eBook and all of the material that they'll need for your class on day one.

# Instructor FAQ

**Q: How long will my students have access to my Learning Link Direct course?**

**A:** All students have access to OUP's digital content for **the duration of your course**.

**Q: My school participates in an inclusive access program. Can I make these materials available as inclusive access?**

**A:** Yes, OUP material can be made available for inclusive access programs thanks to our partnerships with major higher education bookstore retailers and e-learning delivery leaders. Contact your Oxford [Sales Representative](#), speak with a Representative from your institution's bookstore, or visit our [Inclusive Access info page](#) to find out more.

**Q: Are there instructor materials beyond what's available in the interoperable course cartridge?**

**A:** For your convenience, our interoperable cartridges include links to **instructor materials**. These materials can be viewed and often downloaded by you, the instructor. However, they cannot be accessed by students. If you wish to make an instructor resource visible to students, you should download the resource and then post it to a student module in your course.

**Q: Are there any other steps I need to cover to make sure I get my Oxford resources up and running before the beginning of the term?**

**A:** Make sure to check out the [Implementation Checklist](#) section at the end of this guide to see a step-by-step listing of everything you need to get started with your course.

**\*NOTE:** The time-table for the Implementation Checklist is based on best practices. If you need to implement these sources in a narrower timeframe, our Digital Support Team is there to get you set up in no time at all!

# Instructor FAQ

## Q: What do I do if I am having problems logging into my course?

**A:** If you can't login to your LMS or your course in your LMS, contact your local **LMS administrator**. If you're having trouble accessing Oxford content within your LMS, contact the OUP Digital Support team referenced previously.

## Q: What technical support resources are available to my students?

**A:** Our dedicated Digital Support Team is available by phone and email to assist both instructors and students with technical questions. It is highly recommended that you **include the support team's contact information and website in your syllabus**, on your LMS homepage, and any start-of-term communications that you send to your students so that your students know where to turn for help.

- For support regarding **OUP content or access to OUP content**, contact our Digital Support Team at:
  - **Email:** [LearningLinkDirect.Support@oup.com](mailto:LearningLinkDirect.Support@oup.com)
  - **Phone:** 855-281-8749
  - **Website:** <https://oup.softwareassist.com/>
  - **Digital Support Hours:**
    - Monday–Friday: between 9:00am–11:00pm (EST)
    - Saturday: between 11:30am–8:00pm (EST)
    - Sunday: between 11:30am–11:00pm (EST)
- For questions related to **cartridge installation, non-OUP content, or adjusting your LMS settings around OUP's content**, contact your local LMS administrator.

# Gaining Access

## How to Gain Access to a New Course

Gaining access to a new *Behavioral Neuroscience* for the first time? **Follow these few simple steps:**

1. The first step toward gaining access to Oxford University Press's digital learning resources in your LMS is to **download Learning Link Direct** for your course from [Oxford Learning Link](https://oup-arc.com/access/breedlove9e) at:

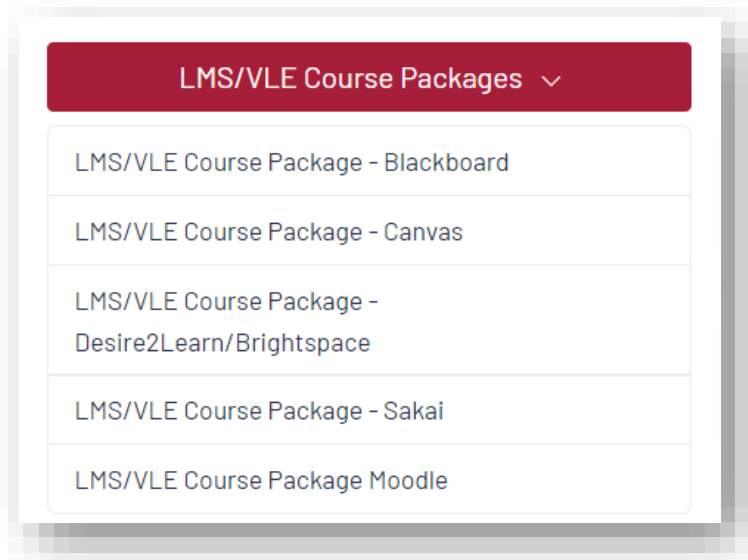
<https://oup-arc.com/access/breedlove9e>

2. **Log into Oxford Learning Link** for your title and access the instructor resources.
  - Note: If you don't have a Learning Link account, follow the prompts to create an account.
  - If you have any trouble accessing Learning Link, call the **Learning Link support** line at (800) 445-9714.

The screenshot shows the Oxford Learning Link interface for the course "Behavioral Neuroscience 9e" by Breedlove and Watson. The page includes a navigation bar with "Home > Neuroscience" and the course title. Below the title, there is a section for "Description" with a small image of the textbook cover. The "Description" text states: "Behavioral Neuroscience, Ninth Edition, offers a lively survey of the field. It provides a broad perspective, encompassing cutting-edge neuroscience, lucid descriptions of behavior, evolutionary and developmental perspectives, and clinical applications of research. Behavioral Neuroscience 9e delivers a comprehensive range of material while clearly and concisely laying bare the neuroscience concepts underlying behavior." Below the description is a section titled "Resources for Behavioral Neuroscience 9e" which lists various digital resources available for the course, including an eBook, activities, animations, media clips, an interactive "Brain Explorer", "A Step Further" topics, flashcards, chapter outlines, and visual summaries. A notification bell icon is visible in the top right corner of the resources section.

# Gaining Access

3. **Select the LMS/VLE Course package** for your school's LMS.



**\*NOTE: The Sakai package currently delivers the TEST BANK ONLY.** At this time we do not offer a full, interoperable course cartridge that would allow students to access the full suite of digital resources through Sakai.

4. **Download the package labeled as “Interoperable LMS/VLE Course Package”.**
  - The cartridge will download as a zip file, which includes the actual cartridge file and instructions for installation.





# Gaining Access

5. **Hand this file over to your local LMS administrator for installation.**
  - Your LMS administrator will need to **contact our support team for a key/secret** that will allow Oxford resources to be unlocked within your LMS.
6. Once Learning Link Direct is installed and the key/secret has been entered, **the Oxford University Press content can be imported into a course within your LMS** and you can then organize, delete, hide, or otherwise adjust the content settings.

**\*TIP: Provide your Oxford University Press representative with the name and contact information for your LMS administrator.** This will allow your representative and our Support team to facilitate the installation process and ensure that everything goes as smoothly as possible.

## Need more help?

Contact Oxford University Press Support at:

**Email:** [LearningLinkDirect.Support@oup.com](mailto:LearningLinkDirect.Support@oup.com)

**Phone:** 855-281-8749

**Website:** <https://oup.softwareassist.com/>

### Digital Support Hours:

- Monday–Friday: 9:00am–11:00pm (EST)
- Saturday: 11:30am–8:00pm (EST)
- Sunday: 11:30am–11:00pm (EST)

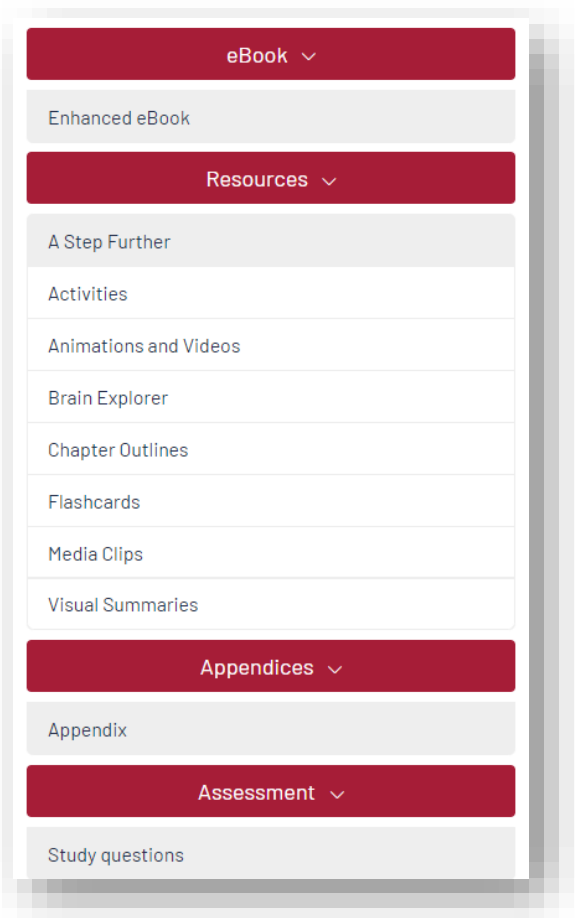
# Getting Acquainted with Your Resources

## What You and Your Students Will Find in Your *Behavioral Neuroscience* Course

Now that you've worked with your Administrator and unlocked Oxford University Press's digital content within your LMS, you can begin exploring your new course!

### Access to Oxford's digital learning resources for *Behavioral Neuroscience* includes:

- The **Enhanced eBook**, a multi-device web enabled version of the text with integrated links, videos, highlighting and note taking abilities
- **Chapter Outlines** and **Flashcards**
- **Visual Summaries**
- **Media Clips**
- **Study Questions**
- **Activities**
- **Animations & Videos** that illustrate many of the complex, dynamic concepts and processes of biological psychology
- **Animation Quizzes (NEW for this edition)**
- **"A Step Further"** that offer advanced coverage of selected topics, allowing students to explore topics more deeply
- A **Glossary** that provides quick access to definitions of all the important terminology in the textbook



**\*TIP: Instructor materials can be viewed and often downloaded by you, the instructor.** However, they **cannot be accessed by students.** If you wish to make an instructor resource visible to students, you should download the resource and then post it to a student module in your course.

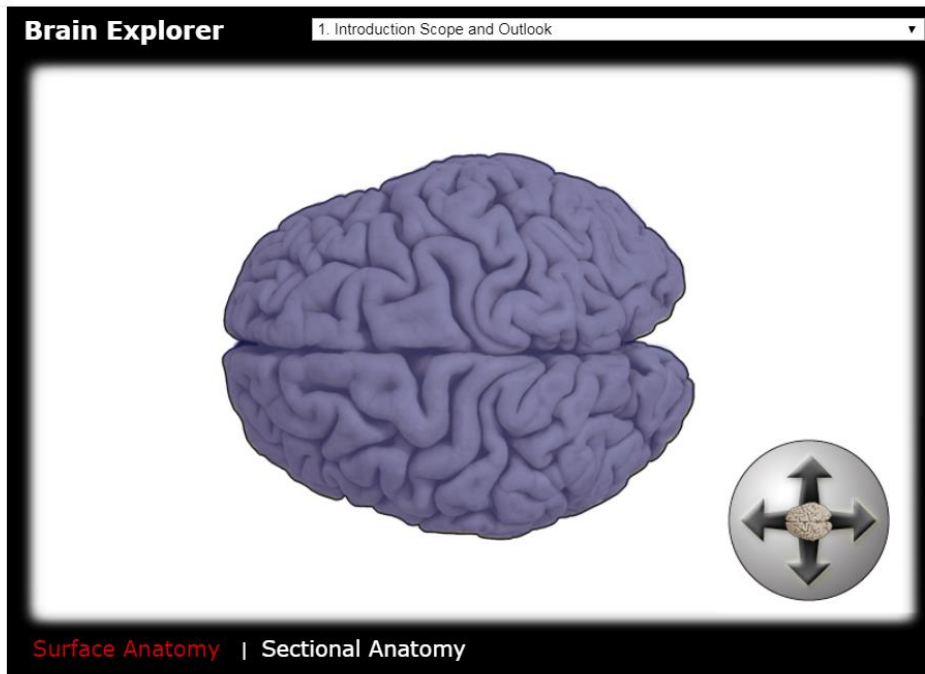
# Getting Acquainted with Your Resources

## Featured Resources

### Interactive Brain Explorer

This interactive tool offers a 3D look at the brain anatomy discussed in each chapter. Choose a chapter from the pull-down menu above and click between Surface Anatomy and Sectional Anatomy to explore the features of the human brain. Click on colored areas to see descriptions of each region that is relevant to the selected chapter. In Surface Anatomy mode, use the directional arrows to rotate the brain; click on the brain icon in the center to return to the top view. In Sectional Anatomy mode, use the arrows on the navigation box to explore slices of the brain in the horizontal, sagittal, and coronal planes.

Introduction



Textbook Reference: Chapter 1 Introduction, p. 1

# Getting Acquainted with Your Resources

## “A Step Further”

Cited throughout the text, the online supplement called “A Step Further” offers advanced coverage of selected topics, allowing students to burrow in and explore topics more deeply.

Return to Behavioral Neuroscience 9e Student Resources

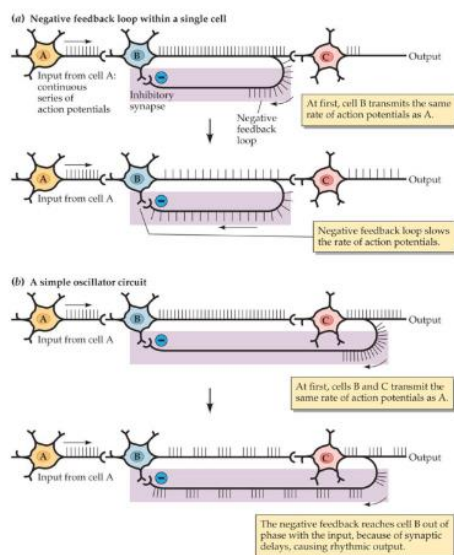
## A Step Further 3.2: Circuits of Neurons Process Information

Neurophysiology

In Chapter 3 we saw that neurons function in circuits to process information; the simplest such circuit is the neural chain. However, by adding in even very simple features, such as recursive loops and circuit elements that provide patterns of inhibition, we can begin to see how more-complex forms of integration and control are possible. Here we present two very straightforward examples of simple circuits: the feedback circuit and the oscillator circuit.

### The Feedback Circuit Is a Regulator

In a feedback circuit, part of the output is fed back to the input. There are two types of feedback circuits: positive and negative. In **positive feedback circuits**, the effect of the output is to sustain or increase the activity of the initial input; in **negative feedback circuits**, the output inhibits the activity of the initial input. In some feedback circuits, a branch of the axon of a neuron loops back and contacts the same neuron (**Figure 1a**). In others, one or more intermediate neurons (interneurons) form the feedback loop.



# Getting Acquainted with Your Resources

## Visual Summaries

Our **Visual Summaries** link to all of the Activities, Animations, and Videos, found within the text, which forms a complete review of each chapter. Visual summaries found within the Enhanced eBook for *Behavioral Neuroscience* include:

- **Media Clips** (NEW to this edition) that highlight interesting topics in the chapters
- **Activities** that help the student review key structures and processes
- **Animations & Videos** that illustrate many of the complex, dynamic concepts and processes of biological psychology

The image displays two video thumbnails. The top thumbnail, titled "Neurophysiology", shows a graph of membrane potential (mV) over time. The y-axis ranges from -65 to 50 mV. The graph shows a resting potential at -65 mV (labeled 1), a slight depolarization to -40 mV (labeled 2), a sharp action potential peak at 30 mV (labeled 3), and a repolarization phase (labeled 4). Below the graph are two diagrams of synapses labeled 1 and 2. The bottom thumbnail, titled "Introduction Neuroplasticity", shows a stylized illustration of a brain being worked on by two construction workers on a building site. A crane is lifting a large blue brain. The video player interface includes a progress bar at 0:31 / 2:03, a "MORE VIDEOS" button, and a "Share" icon.

# Student Registration

## How Students Will Register for Your Course

Have your students follow these 3 simple steps to register and begin using Oxford University Press's digital learning resources for *Behavioral Neuroscience!*

### Step 1: Navigate

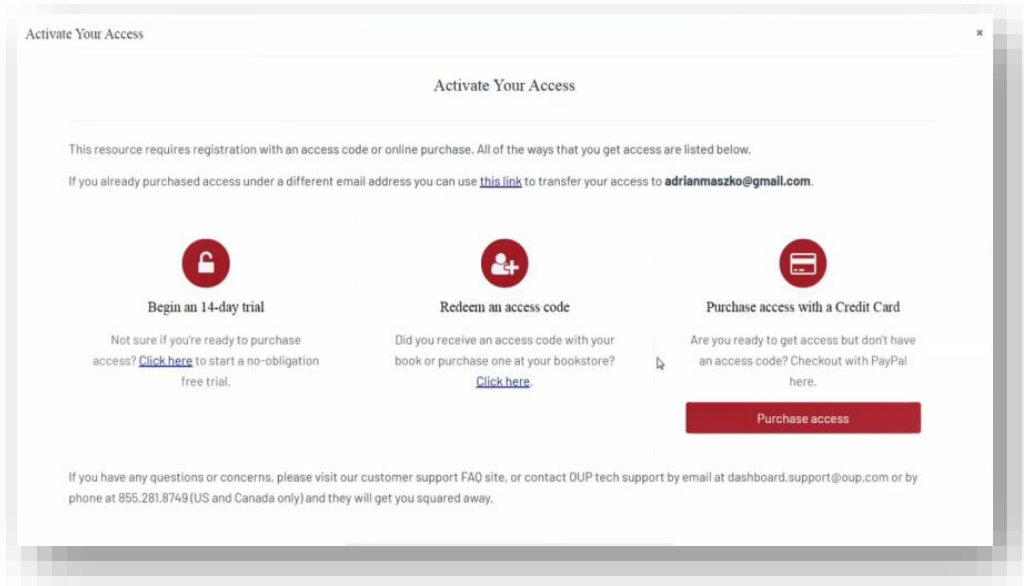
- First, log in to your institution's learning management system (LMS) and access your course.

### Step 2: Activate Access

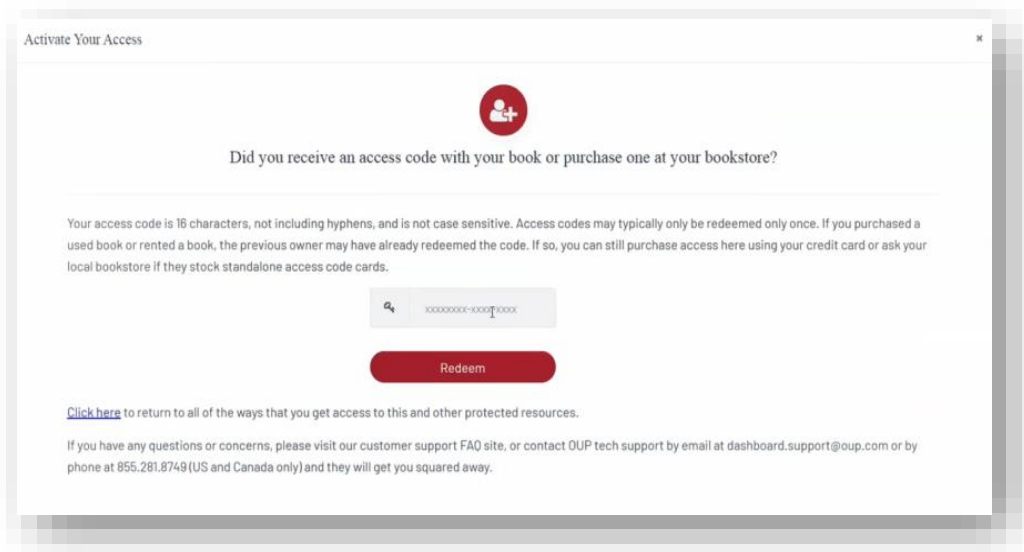
- The Oxford University Press resources will look a lot like the other resources in your course; however, the first time you encounter one that's protected you'll be asked to Activate your Access.

The screenshot displays a user interface for a course titled "TODD2E\_CARTDEMO" under the "Modules" section. On the left, a vertical navigation menu includes icons and labels for Account, Dashboard, Courses, Calendar, Inbox, and Help. The main content area shows a list of modules under the heading "Test Bank and Assessments". The modules listed are "Part 1 Test" (37 pts) and "Chapter 1 Quiz" (7 pts). Below this, under the heading "Enhanced eBook", the "Discovering Music eBook" is listed and highlighted with a red rectangular box. At the bottom, there is a section for "All Parts".

# Student Registration



- When prompted to activate your access, you will have three options:
  1. Redeem an access code, which you may have purchased with a print text or separately
    - If you select “Redeem an access code”, you’ll be prompted to enter the code you received with the purchase of your book or through your bookstore and then hit “Redeem”. You’ll then have access for the duration of time denoted with the code.



# Student Registration

2. Purchase access with a credit/debit card or PayPal account
  - If you select “Purchase access with a Credit Card”, you’ll be prompted to checkout with PayPal. You will notice that much of the information has been populated for you already.
    - When you’ve finished entering your information, click “Continue”.
    - You’ll then see a purchase summary screen. Continue on to purchase access through PayPal.

The screenshot shows a web form titled "Activate Your Access" with a close button in the top right corner. At the top center is a red circular icon with a white person silhouette and a plus sign. Below the icon is the text: "Are you ready to get access but don't have an access code? Checkout with PayPal here." A horizontal line separates this from the main form area. The form contains the following elements:

- Instructional text: "Complete the form below to complete your purchase on PayPal.com. No account is required for this process, you may choose to use one or checkout as a guest. If you meant to redeem an access code to access these protected resources please click here."
- Two input fields for email addresses, one with a placeholder "I".
- A dropdown menu for "Country" with the text "Select country".
- A dropdown menu for "State/Province/Region" with the text "Please select a country first".
- Input fields for "City", "Address", and "Zip/Postal Code".
- A checkbox labeled "I'm not a robot" next to a reCAPTCHA logo and the text "reCAPTCHA Privacy - Terms".
- A red "Continue" button at the bottom center.

**\*NOTE: Make sure to register with the same school email address associated with your LMS account and NOT with a personal email address!**



# Student Registration

2. Activate a free trial
  - If you select “Begin a trial”, you’ll be prompted to redeem an access code or purchase access if you attempt to access locked content after the completion of the trial period.
    - OUP will automatically count down the days of your free trial
    - You will be prompted to redeem or purchase at the end of the trial
    - All of your work during the trial period will be saved!

## Step 3: Use

- Return to your course in your institution’s LMS; then, **try opening the same resource that had been locked before**. Notice that it’s no longer locked!

### Need more help?

Contact the Digital Support Team at:

**Email:** [LearningLinkDirect.Support@oup.com](mailto:LearningLinkDirect.Support@oup.com)

**Phone:** 855-281-8749

**Website:** <https://oup.softwareassist.com/>

# Implementation Checklist

## Instructor Implementation Checklist

The following time-table is based on best practices for implementation; however, if you need to implement these sources in a narrower timeframe, our Digital Support Team is there to get you set up in no time at all!

### Accessing Your Resources (approx. 6 weeks prior to start of term)

- Create a username and password for Oxford Learning Link here: <https://oup-arc.com/signin>
- Download Learning Link Direct for your Oxford text from Learning Link at <https://oup-arc.com/access/breedlove9e-instructor-resources> under Instructor Resources
  - Hand this file over to your local LMS administrator for installation
  - Confirm that your LMS administrator contacted Oxford's support team for the key/secret that allows our resources to be unlocked within your LMS
- Review the Instructor Quick Start Guide for *Behavioral Neuroscience*
- Bookmark the Oxford University Press Support Customer Portal at: <https://oup.softwareassist.com/>

### Course Set-up (approx. 4 weeks prior to start of term)

- Determine which resources will be required for your course (activities, quizzes, etc.)
- Set due dates for assignments and assessments in your syllabus
- Review/modify your course settings
- A few days before the start of term, encourage enrolled students to register for access to Oxford University Press's premium digital learning resources for *Behavioral Neuroscience* and distribute student support documentation
  - Need student registration and other resources for the first day of class? Check out your title's resource hub here: <https://oup-arc.com/access/breedlove9e>
  - Print and upload any course documents students will need for the first day of class

# Implementation Checklist

## First Day of Class

- ❑ Send a follow-up email encouraging all enrolled students to register for access to Oxford's premium digital learning resources for *Behavioral Neuroscience* and distribute student support documentation
- ❑ Present the Student Quick Start Guide in class to register students and review why registering is important for their success in your course
- ❑ Make sure students are familiar with their purchase options and how to contact our Digital Support team if any need should arise

