

# Getting Started with the Textbook, Tutorial, and Testing System called MediaMatrix

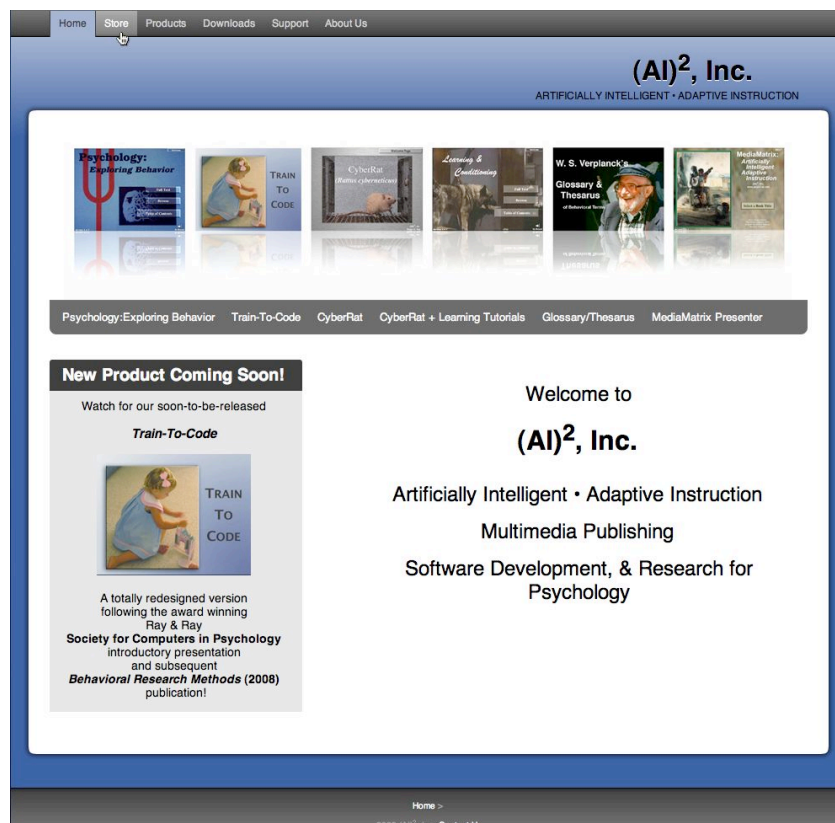
## What do I have to do?

First you need to purchase, then register/activate to establish a student registration for your school/instructor/course on the *Textbook* servers, and finally download the *MediaMatrix Textbook* engine for installation on your computer. But please note:

**a TEXTBOOK ACTIVATION NUMBER** is sent *to the email address given during purchase*, and that number is then used for your registration processes.

## 1. PURCHASE -- Let's Walk Through the Purchase Process:

Go to the Home page at <http://www.ai2inc.com/>



Among the tab menu items at the top of this page is the **Store** tab as illustrated above, click on this menu item to access the (AI)², Inc. online **Store**:

## What are my Purchase Options?

Home Store Products Downloads Support About Us

**(AI)<sup>2</sup>, Inc.**  
ARTIFICIALLY INTELLIGENT • ADAPTIVE INSTRUCTION

Psychology: Exploring Behavior TRAIN To CODE CyberRat Learning & Conditioning W. S. Verplanck's Glossary & Thesaurus MediaMatrix

Exploring Behavior Train To Code CyberRat CyberRat + Tutorials Glossary/Thesaurus MediaMatrix Presenter OIT Psychology

Please select the item you wish to purchase from the above menu.

Please **ALLOW 24 HOURS** for email delivery of Activation Numbers. Be aware of possible spam blockers by adding **ai2inc.com** to your "safe mail" list, and use your most frequently monitored e-mail address during purchase.... your Activation Number will be sent to the **EMAIL ADDRESS YOU SUPPLY DURING YOUR PayPal PURCHASE!**

**IMPORTANT NOTE:** We ship no products. Purchases are **ONLY** for Activation/Serial Numbers that allow you to fully enable, through a registration process, your respective **Downloaded Software** (via *Downloads link in our Main Menu*). During this registration process you will also be asked to submit a Student/User ID for all future personalized logins to our product-specific servers and databases. Your registration also activates our Instructor/course-specific Delivery of Content & Instructional Services, which includes reporting personalized course assignment progress and testing results to your instructor or administrator.

From the Sales & Information Team at (AI)<sup>2</sup>, Inc.... Thank You!

Home > Store >  
2009 (AI)<sup>2</sup>, Inc. Contact Us

There are many different products available here, each with its own Menu in the “secondary menu” bar just below the visual display of products. Click on the *Exploring Behavior* menu option, as illustrated above. This will take you directly to the ***Kasschau’s Psychology: Exploring Behavior*** textbook purchase page:

[Home](#)
[Store](#)
[Products](#)
[Downloads](#)
[Support](#)
[About Us](#)

(AI)<sup>2</sup>, Inc.

ARTIFICIALLY INTELLIGENT • ADAPTIVE INSTRUCTION

[Exploring Behavior](#)
[Train To Code](#)
[CyberRat](#)
[CyberRat + Tutorials](#)
[Glossary/Thesaurus](#)
[MediaMatrix Presenter](#)
[OIT Psychology](#)

**Psychology: Exploring Behavior**

R. A. Kasschau's  
highly successful  
Introductory Psychology Textbook

Adaptive Tutoring & Mastery Certification  
via our own  
MediaMatrix AI Delivery System

R. A. Kasschau's Textbook:  
**Psychology: Exploring Behavior**  
Adaptive Tutoring and Testing **Textbook** System  
Activation Serial Number for Download versions Only,  
  
NOTE:  
**ALLOW 24 HOURS** for email delivery of Activation Number  
to the **EMAIL ADDRESS YOU SUPPLY DURING PURCHASE !!**  
  
**PRICE: \$95.00**  
  

or send a check for  
\$95.00 and **INCLUDE YOUR e-mail ADDRESS** to:  
  
(AI)<sup>2</sup>, Inc.

On this page you are given two alternative payment options to purchase *Psychology: Exploring Behavior* for \$95.00:

1. Purchase via the highly secured PayPal service (it allows you to use your credit card or e-check without our company seeing any of your credit card information), and you do NOT have to be a member to make this purchase.
2. Purchase by sending a check or money order through the US Postal Services. Write the check for \$95.00 to be paid to (AI)<sup>2</sup>, Inc. Send it PLUS YOUR E-MAIL address to:

(AI)<sup>2</sup>, Inc.  
 PO Box 2963  
 Winter Park, FL 32790-2963

Please note, we MUST have your e-mail address to send you the Textbook Activation Number after receipt of your check. If there is no e-mail address included, we must mail via USPS your Activation Number, which will significantly delay receipt and access to use of Textbook.

## What Did I Buy and What Happens Next?

Within *approximately 24 hours* (often much less) of receipt of your purchase you will receive an e-mail with a ***Textbook Activation Number*** that reads pretty much as follows:

Thank you for your purchase of Kasschau's Psychology: Exploring Behavior -- an internet-enabled adaptive tutoring, self-testing, and mastery certification textbook. To download and use our custom MediaMatrix delivery software system required to access your textbook, tutoring, and testing services, you MUST register on-line at our following internet address:

<http://www.psych-registration.com>

To begin registration at this site, use the following personal Activation Number:

9TXTxxxxxxx

Registering this number and completing our course registration allows your instructor to receive your assignments and testing scores when you complete them. A fully illustrated User Guide for MediaMatrix Textbooks as well as your Textbook itself may be downloaded beginning at:

[http://www.ai2inc.com/AIDownloads/download\\_index.html](http://www.ai2inc.com/AIDownloads/download_index.html)

From this page, select the OS (windows/mac) specific "Product" download page you need, then select to download the product:

### **Psychology: Exploring Behavior**

Thank you,  
sales & information  
(AI)^2, Inc.  
<http://www.ai2inc.com>

To begin your textbook registration, go to:

<http://www.psych-registration.com/>

to register this number and complete your course registration so your instructor may receive your certification quiz scores when you complete tests.

Textbook and CyberRat software as well as User Guides for each may be downloaded from the "Downloads" section of our website at [www.ai2inc.com](http://www.ai2inc.com), but the direct URL is:

[http://www.ai2inc.com/AIDownloads/download\\_index.html](http://www.ai2inc.com/AIDownloads/download_index.html)

Once again, thank you for your purchase.

sales & information  
(AI)^2, Inc.  
<http://www.ai2inc.com>

## **2. ACTIVATION/REGISTRATION -- How and What Do I Register?**

As the activation e-mail message instructs you will have to register, as well as download and use, the Textbook you have purchased. As instructed, begin at:

<http://www.psych-registration.com/>

There you will see the following page:

[Home](#)

# (AI)<sup>2</sup>, Inc.

ARTIFICIALLY INTELLIGENT • ADAPTIVE INSTRUCTION

## Activation Site For:

Kasschau's  
**Psychology Exploring Behavior**

OIT's Custom-Published  
**OIT: Adaptive Instruction**

Ray, Belden, & Eckermans CyberRat Companion  
**Learning & Conditioning Tutorials**

## (AI)<sup>2</sup>, Inc.

Artificially Intelligent and Adaptive Instructional  
Internet Textbook, Tutorial, and Testing Services for Psychology

This web-site is where you register the activation/serial number that you have purchased either on-line or from your local College or University bookstore. Registration of your unique **Proof-of-Purchase activation/serial number**, which was e-mailed to you or found on the *printed insert* inside the packet you purchased at the bookstore, is required to receive services from (AI)<sup>2</sup>, Inc.

These services include downloads of your required software, on-line adaptive tutorial services, on-line self-assessment services for each topic requested, and on-line chapter-level content-mastery certification testing. The largest obtained certification test score for each chapter is reported to your instructor by (AI)<sup>2</sup> for use in determining the grade you earn in your Introductory Psychology course.

We use regionally directed servers for delivering your services, so please identify the STATE in which you attend the college or university giving credit for your course using **Kasschau's Psychology: Exploring Behavior**. This assures that you have the correct options for registering for that course and only for that course.

**Click on the area which includes your appropriate State below:**

**Your College or University is in the state of Texas, Mississippi, Arkansas, or Oklahoma.**

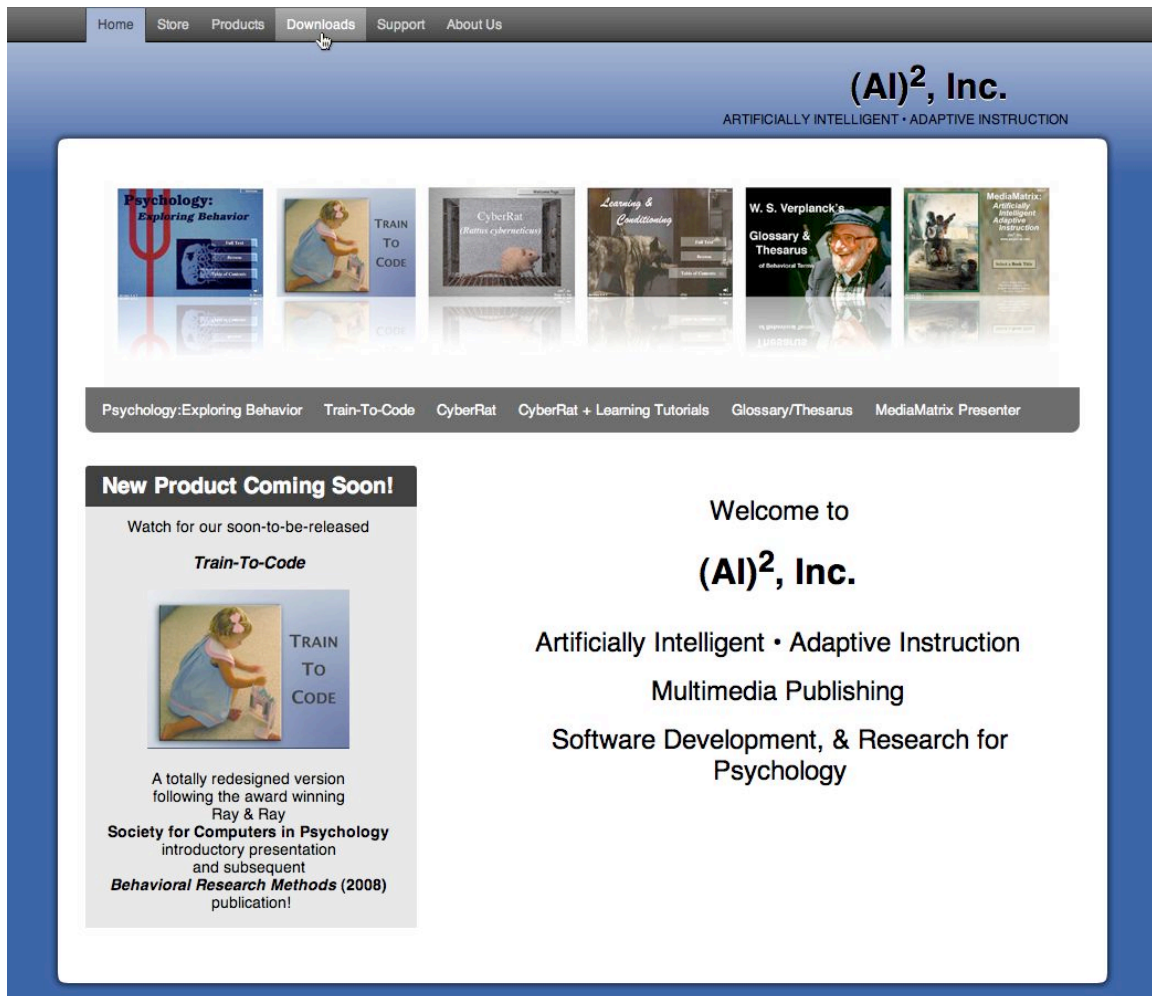
**Your College or University is in any other State of the U.S. other than those above.**

Clicking on the proper Region of the US where you go to school *near the bottom of this page's instructions* starts the registration of your Activation/Serial number. The first region includes the states of Texas, Mississippi, Arkansas, and Oklahoma. All other states are in the second region. Clicking your region takes you to the next registration page, where you Register your serial number....type it in and click **Send Information** as illustrated below:

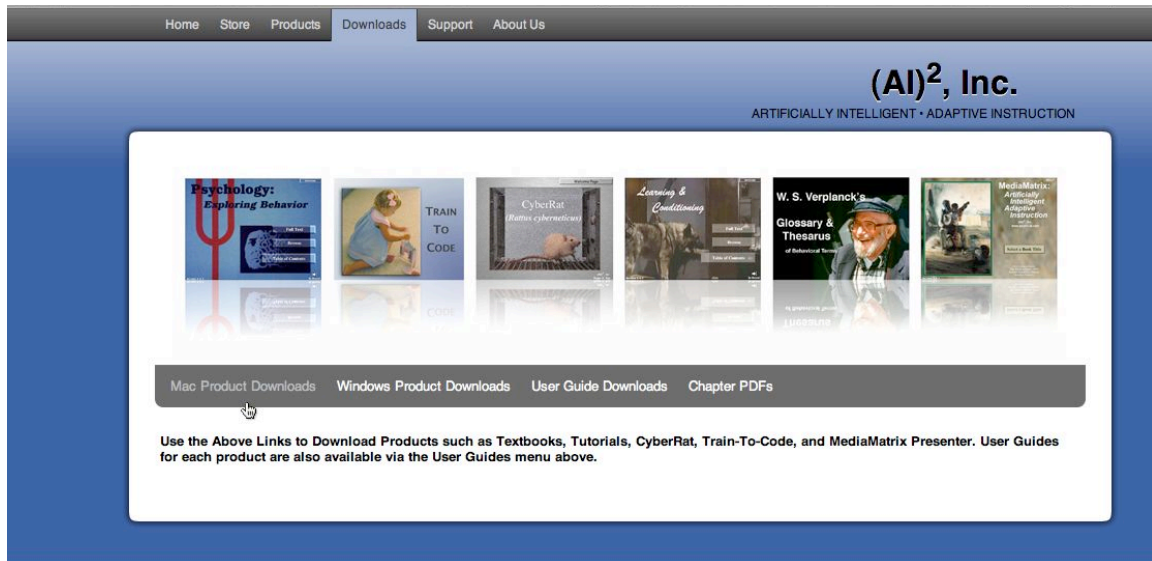
Activation 2 >

**3a. DOWNLOAD *MediaMatrix/Textbook* software -- Let's walk through the Download process:**

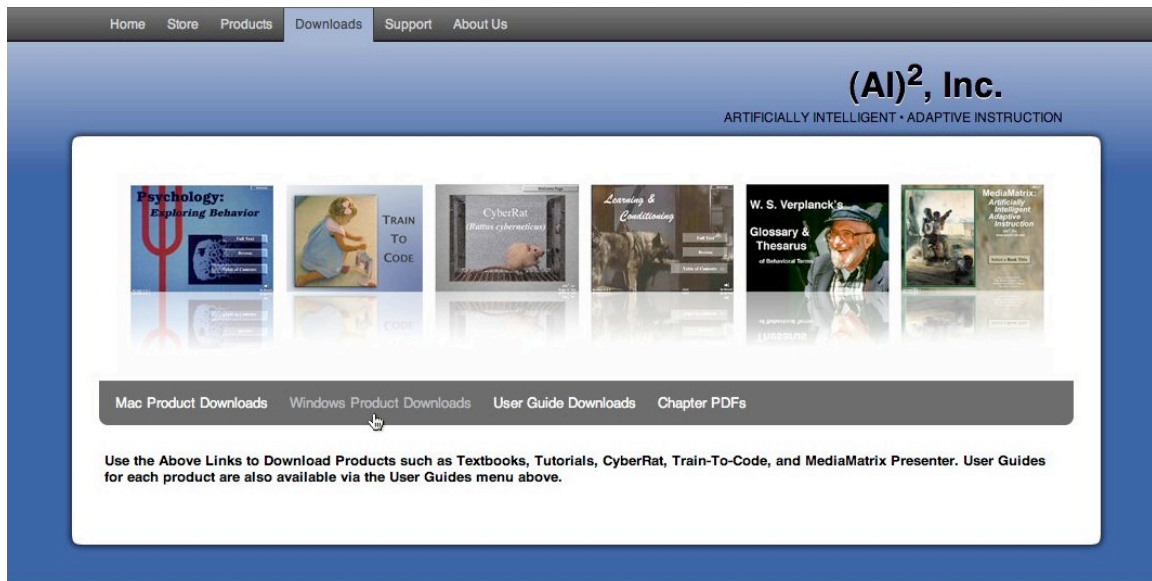
1. Begin at <http://www.ai2inc.com> where, among the tab menu items at the top of this page is the **Downloads** tab, click on this menu item to access the (AI)<sup>2</sup>, Inc. online Store:



2. When you get to the Downloads main page, there are options to go to the **Mac Products Downloads** (seen below) or the **Windows Downloads Page** (seen beneath the Mac illustration below):

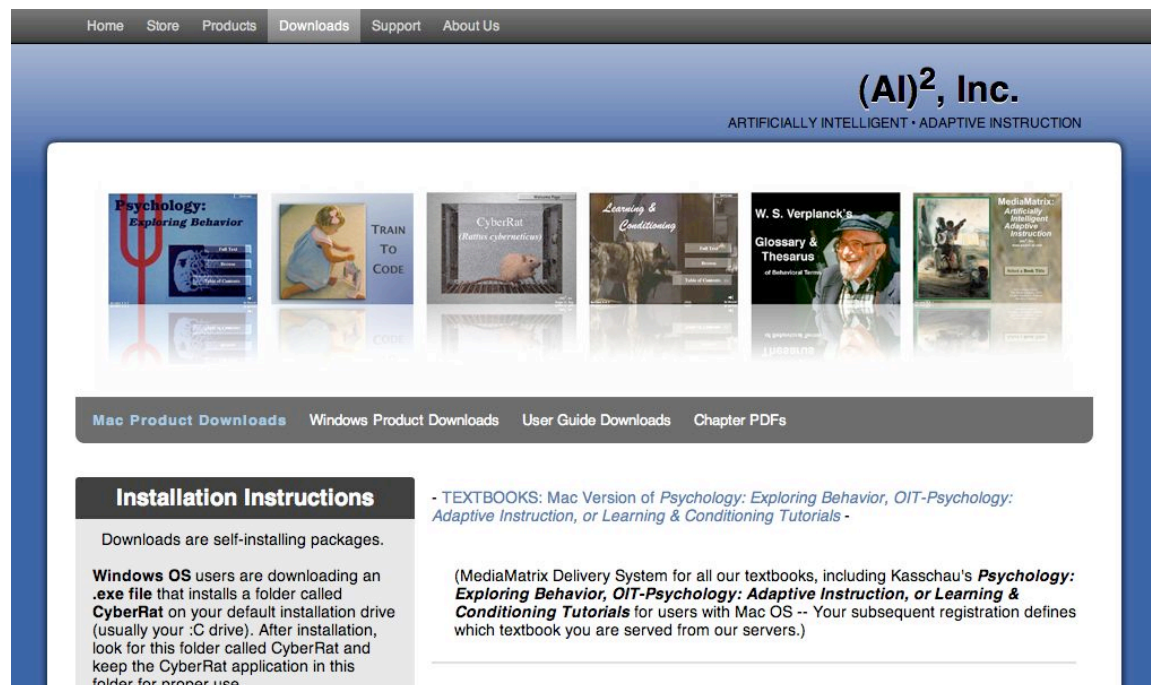


**Mac Product Downloads option on the Main Downloads Page**



**Windows Product Downloads option on the Main Downloads Page**

After selecting the Product type that matches your computer's Operating System (Mac/Windows), you will see a list of product download options. Select to download Textbooks (your registration determined WHICH textbook will appear in your MediaMatrix viewer/tutorial system:



Textbook for Mac Download option illustrated

This page has Installation Instructions in the left margin window:

Downloads are self-installing packages.

**Windows OS** users are downloading an **.exe file** that installs a folder on your default installation drive (usually your :C drive). After installation, look for this folder and keep the application inside this folder for proper use.

**Mac OS-X** users are downloading a **DMG image** that shows as a disk. The entire folder must be copied from the DMG window onto your HD and the application must remain inside this folder for proper use.