Faraday's Law: $emf = \oint \vec{E} \cdot d\vec{\ell} = -\frac{d\Phi_B}{dt}$ where $\Phi_B \equiv \int \vec{B} \cdot d\vec{A}$

Executive Summary:

$emf \rightarrow$ current $\rightarrow$ field

a) induced only when flux is changing

b) opposes the change