

Table of Contents

Chapter: Psychology: Its Nature and Nurture 1

What Is Psychology? 1

 Psychology: Its Nature and Nurture 3

 Definition of psychology 4

 The History of Psychology 6

 Psychology in the 1800s 8

 Psychology in the 1900s 9

 Psychology Becomes Eclectic 11

 Problems and Methods in Psychology Today 12

 Operational Definitions 13

 Variables of Interest 16

 Control and Data Collection 18

 Experiments in Psychology 19

 Naturalistic Observation 20

 Case Histories and the Interview 22

 Goals of Psychological Study 24

 Central Issues and Why They Are 26

 The Nature-Nurture Problem 26

 Levels of Explanation 27

 Theoretical Views 28

 Research vs. Application 29

 Psychology: Art? Science? Common Sense? 29

 REVIEW 31

 ACTIVITIES 31

 INTERESTED IN MORE? 34

Chapter: Methods and Data 37

Methods and Data 37

 Experiments Controls and Ethics 38

 What is an Experiment? 39

 Between-Groups Comparison 41

 Within Groups Comparison 43

 Sources of Error 44

 Ethics in Research 47

 The Importance of Statistics 49

 Descriptive Statistics 50

 Inferential Statistics 52

 Correlation 56

 USING PSYCHOLOGY: Writing a Research Report 57

 USING PSYCHOLOGY: Main Sections of a Written Report 57

 USING PSYCHOLOGY: Ancillaries of a Research

Report	59
REVIEW	60
ACTIVITIES	60
INTERESTED IN MORE?	62
Chapter: Early Development: From Creation to Adolescence	64
Early Development: From Creation To Adolescence	64
Observing Behavior	66
Goals of Developmental Psychologists	68
Methods of Developmental Psychologists	69
What is Development?	71
Heredity	73
Physical Environment and Development	77
Social Environment Within the Family	78
Social Environment Beyond the Family	79
The Interaction of Heredity and environment ...	81
Development and Forms of Behavior	83
Ethology	85
How about humans?	87
Human Development	88
Genetics, Dominance and Recession	88
Prenatal Life	90
Changes in Infancy	92
Motor skills in Infancy	93
Sensing the World in Infancy	94
Language development in Infancy	96
Self-concept in Infancy	98
Childhood Changes: Skills and Body	100
USING PSYCHOLOGY: Psychology and Parenting	102
Language Development in Childhood	103
Self-Concept in Childhood	104
REVIEW QUESTIONS	105
ACTIVITIES	106
INTERESTED IN MORE?	107
Chapter: Development: Adolescence to Death	109
Development: Adolescence to Death	109
Adolescence	111
Problems of Definition	111
Adolescent Body Changes	113
Adolescent Motor Skills	114
Adolescent Language Development	115

Adolescent Self-Concept	118
Issues: Self-image and Love	123
USING PSYCHOLOGY: Choosing a marriage partner	125
Adulthood	127
Adult Body Changes	128
Aging	129
Adult Motor Skills	130
Adult Language Development	132
Thought	132
Creativity	133
Adult Self Concept	134
Issues: Sharing and Career	135
The Elder Years	136
Issue: Retirement	140
The Final Response: Death	141
REVIEW QUESTIONS	143
ACTIVITIES	143
INTERESTED IN MORE?	144
Chapter: Physiological Processes	147
Physiological Processes	147
The Nervous System	150
Neurons	151
Nerves	154
Organization in the Nervous System	156
The Brain	159
The Hindbrain and Midbrain	161
The Forebrain	163
Glands	167
Natural Changes in Behavior	168
Sleep	169
Biofeedback	171
Meditation	172
Hypnosis	175
Artificial Changes in Behavior	177
USING PSYCHOLOGY: Effects of depressants and stimulants	178
USING PSYCHOLOGY: Effects of hallucinogens	179
REVIEW	180
ACTIVITIES	181
INTERESTED IN MORE?	182
Chapter: Sensation and Perception	183
Sensation and Perception	183

Sensation versus Perception	186
Psychophysics and Thresholds	187
Vision	189
USING PSYCHOLOGY: Color	190
Visual receptor: The Eye	191
Operation of the Eye	193
Eye Problem: Color Blindness	194
Hearing	195
Operation of the Ear	197
Ear Problem: Deafness	199
Chemical senses—Smell and Taste	200
Chemical Senses Receptors: The Nose and Taste Buds	201
Operation of the Chemical Senses	202
Other senses: Skin	203
Other Senses: Balance and Body Position	203
Perception	205
Figure-ground Perception	207
The Wholeness of Figure Perception	207
Perceptual Grouping	208
Perception and Attention	209
Stimulus Variation and Perception	211
Perceptual Constancies	212
Visual Perception of Distance	214
Visual Perception of Motion	216
Hearing Perception	217
Illusions as "Errors" in Perception	218
USING PSYCHOLOGY: Clothing	220
Extrasensory perception (ESP)	220
REVIEW QUESTIONS	222
ACTIVITIES	224
INTERESTED IN MORE?	225
Chapter: Learning	227
Learning	227
Defining Learning	230
Elements of learning	232
Reinforcement	233
Classical Conditioning	234
Reinforcement in Classical Conditioning..	235
USING PSYCHOLOGY: Breaking Bad Habits	236
Operant (Instrumental) Conditioning: A Predecessor	237
Operant Conditioning: The Process and Equipment	238
Reinforcement and Punishment in Operant Conditioning	240
USING PSYCHOLOGY: Breaking Bad Operants	241

Classical Versus Operant Conditioning	242
Observational Learning	242
USING PSYCHOLOGY: Replacing Bad Habits	243
Schedules of Reinforcement and Learning	244
Primary and secondary reinforcement	246
Timing of Reinforcements	247
Extinction	249
Generalization	250
Discrimination	250
Punishment	251
Factors which Influence Punishment	253
Punishment: Cues and Alternatives	253
REVIEW QUESTIONS	254
ACTIVITIES	255
INTERESTED IN MORE?	257
Chapter: Remembering	258
Remembering	258
Memory	261
Sensory store	262
Short-term memory	263
Long-Term Memory	265
Episodic, Semantic, and Procedural Memory	266
Techniques for Studying Memory	267
Inputting information	268
Meaningfulness	270
The Role of Association Value	271
The Role of Imagery	273
The Role of Frequency	274
Task Variables	275
Procedures for Learning	277
Depth of Processing	279
Knowledge of Results	280
Mnemonics	280
USING PSYCHOLOGY: Studying for Input	282
Retaining information: Are Remembering and Forgetting Related?	283
USING PSYCHOLOGY: Studying for storage	285
Retrieving Information from Memory	287
USING PSYCHOLOGY: Studying for Retrieval	289
Transfer -- Positive and Negative	290
REVIEW QUESTIONS	292
ACTIVITIES	293
INTERESTED IN MORE?	295

Chapter: Language and Communication	296
Language and Communication	296
Language	297
How is Language Organized?	298
What is language?	299
The Essence of Language	300
Processing Language	303
Sound	304
Syntax	306
Semantics	307
Physiological Requirements for a (Spoken)	
Language	310
Intellectual Requirement for a (Spoken)	
Language	310
Communication	312
Communication as a Process	312
When Animals Communicate	314
When Animals Communicate with Humans	316
When Humans Communicate	318
Nonverbal Communication	319
USING PSYCHOLOGY: "Talking" Through Body	
Language	321
REVIEW	322
ACTIVITIES	323
INTERESTED IN MORE?	325
Chapter: Motivations	327
Motivations	327
What Is Motivation?	329
Going in Cycles	330
Homeostasis	332
Physiological Motives	333
Hunger	334
What Makes Us Start Eating?	335
How Do We Stop Eating?	336
USING PSYCHOLOGY: How can you control your	
weight?	339
Thirst	340
"Mixed" Motives	342
Pain	343
Sexual Behavior	345
Psychological, or Learned, Motives	347
Responding to Learned Goals	348
Measuring Learned Motives	349
Achievement	351
Fear of Success -- A Women's Problem?	353

Fear	354
A Theory to Summarize	355
REVIEW	357
ACTIVITIES	358
INTERESTED IN MORE?	359
Chapter: Emotions	361
Emotions	361
What Is Emotion?	363
The Effects of Arousal	364
Efficient behavior	365
Dimensions of Emotions	366
Faces and Emotion	366
Words and Emotion	368
Theories of Emotion	370
Activation	371
Attribution	372
Opponent-Process	374
The Development of Emotions	376
Frustration	377
Stress	379
Boredom	382
Love	382
USING PSYCHOLOGY: Love and the theories of emotion	385
REVIEW	386
ACTIVITIES	387
INTERESTED IN MORE?	388
Chapter: Testing	390
Testing	390
Assumptions for a Test	392
Norms	394
Reliability	396
Validity	397
Objectivity and Efficiency	399
Ethics	400
Tests of Interests	403
Tests for Achievement and Aptitude	405
What is Intelligence?	407
Classic Tests of Intelligence	409
The Intelligence Quotient	412
Modern Tests of Intelligence	413

Definition and Measurement of Mental Retardation	415
What Impacts Intellectual Development?	417
USING PSYCHOLOGY: Can you Improve your IQ?	419
Intelligence and Creativity	420
Personality Tests and Errors	421
Interviews	422
Questionnaires and Self-Reports	422
Projective Tests	423
REVIEW	425
ACTIVITIES	426
INTERESTED IN MORE?	427
Chapter: Personality Theories	429
Personality: Theories	429
What Is "Personality"?	431
Psychologists' Usage of Personality	432
Elements of Personality	433
Techniques of Study	434
Theories of Personality	435
Trait Theories	437
Psychoanalytic Theory	440
Central elements of Psychoanalysis	441
Psychoanalytic Personality Structure ..	442
Instincts in Psychoanalysis	444
Other Psychodynamic Theorists	445
(Social-) Learning Theories	446
Dollard/Miller's Stimulus-Response Theory	446
B. F. Skinner and Personality as Behavior	448
Bandura and Social Learning	449
Self-Growth Theories	450
Carl Rogers and Person-Centered Theory	451
Maslow's Holistic Theory	452
A Modern Theory of Personality: Big Five	453
USING PSYCHOLOGY: What Determines Your Personality -- Heredity? Environment?	455
USING PSYCHOLOGY: What Determines Your Personality -- Heredity and Environment	456
REVIEW	457
ACTIVITIES	458
INTERESTED IN MORE?	460

Chapter: Personality: Mental and Behavioral Disorders 462

Personality: Mental and Behavioral Disorders 462

 What is "Abnormal" Behavior? 464

 Bases for Defining Abnormality 465

 A Working Definition of Abnormal Behavior 468

 Beware of "Abnormal" Behavior 468

 How Widespread are the Problems of Mental Illness? 470

 Problems of Diagnosis 471

 Dangers 472

 Diagnosis: Human or Computer? 475

 USING PSYCHOLOGY How Can You Judge What is Abnormal? 477

 Diagnostic and Statistical Manual of Mental Disorders-IV 479

 Anxiety-Based Disorders 482

 Anxiety Disorders 484

 Specific Phobia 486

 Obsessive/Compulsive Disorder 488

 Somatoform Disorders 488

 Dissociative Disorders 489

 Major Disorders Including Schizophrenia 491

 Types of Schizophrenia 492

 Mood Disorders: Episodes 496

 Types of Mood Disorders 497

 Personality Disorders 498

 REVIEW 500

 ACTIVITIES 501

 INTERESTED IN MORE? 501

Chapter: Personality Therapies 504

Personality: Therapies 504

 Causes of Abnormal Behavior 506

 Models for Change 507

 How Does Theory Affect Therapy? 509

 Forms of Psychotherapy 511

 Physical Therapy 512

 Talking Therapies 514

 USING PSYCHOLOGY: Controlling Daydreaming 519

 USING PSYCHOLOGY: Feelings of Inferiority 520

 Social Learning/Behavioral Therapies 521

 Cognitive Therapies 524

Conflict--A Theoretical Analysis	527
Conflict: Views of Social Learning/Behavioral Theorists	528
Common Factors Across Therapies	531
Problems in Evaluating Psychotherapy	532
Mental Health	533
How Should You Handle Frustration?	535
USING PSYCHOLOGY: Can You Cure Shyness?	536
REVIEW	537
ACTIVITIES	539
INTERESTED IN MORE?	540
Chapter: Social Behavior of Groups	542
Social Behavior of Groups	542
The Group	544
What is a Group?	545
How are Groups Organized?	547
Social Norms	548
Roles	550
Status and Social Class	552
USING PSYCHOLOGY: Leaders and Leadership ..	554
USING PSYCHOLOGY: Points in Leadership	554
Social Communication	555
Quality of Communication	556
Groups Impact Behavior	558
Better Performance in Groups	558
Groups and Conformity	559
Benefits of Groups	561
Problems with Groups	562
Authority	565
The Family as a Group	567
Socialization	567
Influences Beyond the Family	568
The Role of Changing Roles	569
REVIEW	569
ACTIVITIES	570
INTERESTED IN MORE?	572
Chapter: You and Groups	575
You and Groups	575
Your Socialization and Personal Development	577
Interpersonal Attraction	578
Forming and Ending Friendships	579
Likability and Agreement	581
Bases of Attraction	582
Romantic Love	583

USING PSYCHOLOGY: Theory of	
Attraction	584
USING PSYCHOLOGY: Practice of	
Attraction	585
Attitudes	586
Elements of Attitudes	587
Forming Attitudes	589
Attitudes Gone Awry: Prejudice	591
Changing Attitudes	592
Attitudes and Cognitive Dissonance	594
Aggression	595
Controlling Aggression	597
Altruism: Offering Help to Others	598
Obtaining Help	600
REVIEW	600
ACTIVITIES	601
INTERESTED IN MORE?	601