

Contents

Part One Foundations

Chapter 1 Unraveling the Mystery of Human Behavior 4

Psychology in Action: Research on Two Basic
Questions About Mind and Behavior 5
Could Lack of Love and Affection Turn a Child into a
Dwarf? • Would You Electrocute a Stranger, If I Asked
You? • Assumptions and Basic Issues

The Goals of Psychology 17

Description: Reporting What Really Happens •

Explaining What Happens • Predicting What Will

Happen • Controlling What Happens • Improving
the Quality of Life by Changing What Happens

Scientific Inquiry and Experimental Method 30
Ground Rules for Collecting Data • Drawing Conclusions

Psychological Traps 37
The Truth of the Ad is in the Comparison • Did You Know That VISTA Volunteers Were "Radicalized by Their Experiences"? • Smoke Gets in Their Eyes • Sex Can Make You Crazy • Blackout Baby Boom: (or, What to Do 'til the Lights Go On Again) • Ah, to Be Black Now That the Police Are Beating Up Whites • The Tyranny of Numbers: Can Statistics Lie? • A Case History in the Instant Creation of a Scientific Authority

Levels of Psychological Analysis 44

Chapter Summary 45

Chapter 2 The Physiological Bases of Behavior 48

Physiology Opens the Black Box 49
Descartes and Helmholtz • Reductionism – and Other Approaches

Environment As Taskmaster 53
Genes and Mutations • Sexual Reproduction and Adaptive Capacity

The Evolution of You from It 56
The Single Cell • The Multi-Celled Organism

Going Through Channels 60
Get the Message? • The Input-Output Network:
The Peripheral Nervous System • The Connection:
The Central Nervous System • To Orient or to Habituate?
That Is the Question

The Quintessence of Essence: The Brain 73 Techniques of Probing Its Secrets • Where the Action Is • What Action!

Chapter 3 Adaptive Behavior: Conditioning and Learning 92

What Organisms Must Learn 93
What Events Are Signals? • What Actions and
Consequences Are Related?

Paviov's Respondent Conditioning 97
The Basic Paradigm • The Anatomy of Paviovian
Conditioning • A Little Learning May Be a Dangerous
Thing • The House That Paviov Built

Conditioning Based on Consequences: Instrumental Conditioning 107

Thorndike's Cats in Puzzle Boxes • Hull's Integrated Theory • Tolman's Purposive Behaviorism

Conditioning Based on Consequences: Operant Conditioning 111

Operant Behavior • The Basic Operant Conditioning
Paradigm • Punish the Response, Not the Person •
Skinner's Box and Cumulative Record • Reinforcement
Scheduling • New Responses Through Operant
Conditioning

New Challenges to the Traditional Paradigms 129
Respondent and Operant Conditioning Compared •
Operant Conditioning of Respondents • Respondent
Conditioning of Operants • Species-Specific
Constraints on Conditioning • Past Learning As a
Constraint on Conditioning

Chapter Summary 138

Part Two Human Information Processing

Chapter 4 Language, Communication, and Memory 142

Learning and Using Language 144
The Structure of Language • The Development of Language • Theories of Language Learning

Patterns of Communication 155
Communicating Without Words • Animal Communication

Memory 166 Classic Research on Memory and Forgetting • Theories of Memory and Forgetting • How Memory Can Be Improved

Chapter Summary 182

Chapter 5
Thinking, Reasoning, and Creativity 184

Cognitive Psychology 186

Approaches to Studying Cognitive Development

188
Piaget Sets the Stage • The Influence of Culture
on Cognitive Growth

Basic Determinants of Cognitive Development 196
Arguments for Nativism • The Environmentalists'
Rejoinder • Is Cognitive Development Stable and Predictable?

Thought Processes 207

The Pictures in Our Heads • Thinking in Words • Thinking with "Silent Speech" • Feedback and Servomechanisms

Reasoning 217
Types of Reasoning • Solving Problems

Using Computers to Study Thinking 220
Are Computers Intelligent? • Can Computers Be As
Versatile As the Human Brain? • Uses and Limitations
of Computers

Creativity 224 What Is Creative? • Who Is Creative? • Can Anybody (like me, for instance) Be Creative?

Part Three

Stimulation: External and Internal

Chapter 6

Perception 232

The Problem and Paradox of Perception 234

The Trickery of Perception • The Dependability of Perception

How Does Information Get In? 240

Psychophysical Scaling • Varieties of Sensory Information • Vision • Hearing

Perceptual Development 250

What We Start With • Theories About How Perception Develops • Learning Perceptual Habits • Learning to See After Being Blind • Learning to Adapt to Contradictory Perceptions

Factors Determining What We Perceive 262

The Structuring of Perception • Culture, Experience, and Personal Motives

Extrasensory Perception 269

The Field of Parapsychology • Typical Designs for Research • Criteria for Acceptable Evidence

Chapter Summary 272

Chapter 7

Altered States of Consciousness 274

Normal Consciousness and Its Alteration 274

Historical Changes in Our Valuing of Consciousness • Characteristics of Altered States of Consciousness

Sleeping and Dreaming 280

The Behavior We Call "Sleep" • To Sleep, Perchance to Dream

Sensory Deprivation or Overload 289

Drugs and Mind Alteration 291

The Drugstore • Conditions That Influence Drug Effects

Meditation, Yoga, and Zen 302

Transcendental Meditation • Yoga • Zen

Hypnosis 308

Animal Magnetism and Mesmerism • Consciousness Alterations Under Hypnosis • Explanations of Hypnosis

Perspective on Alteration of Consciousness 316

Are Altered States of Consciousness Desirable? • How "Normal" Is Ordinary Consciousness?

Chapter Summary 318

Part Four Motivation to Act

Chapter 8

Motivation and Human Sexuality 322

The Concept of Motivation 323

To Account for Behavioral Variability • To Infer Private Dispositions from Public Acts • To Establish the Possibility of Inner Directedness • To Assign Volition, Responsibility, and Blame • To Link Physiological Processes to Behavior

The Function of Arousal 327

Studying Biological Drives 328

Biological Drives As Homeostatic Mechanisms • Manipulation and Measurement

The Nature of Hunger 331

What Makes Us "Hungry"? • How Do We Know When We've Had Enough?

The Tyranny of Hunger 338

Do You Live to Eat or Eat to Live? • Wasting Away From Want of Affection? • Food Addiction: The Not-So-Jolly Obese

Thirst: Another Maintenance Drive 346

The Physiology of Thirst • External Stimuli Controlling Drinking

The Sex Drive 348

What Makes Sex Different from All Other Drives? • Sexual Behavior Patterns • The Importance of Early Experience • Is "Mother Love" Necessary?

Human Sexuality 354

How Do You Know Whether You are ♂ or ♀?• Sexual Arousal in Men and Women • Patterns of Human Sexual Arousal and Response

Chapter Summary 362

Chapter 9

Emotion and Cognitive Control 364

Emotion 367

The Concept of Emotion • How Do We Perceive Emotion in Others? • How Do We Perceive Emotion in Ourselves?

Stress 377

Consequences of Stress • Coping with Stress

Pain 386

Pain As a Neurological Event • Psychological Aspects of Pain

Helplessness, Hopelessness,

and Loss of Cognitive Control 390

Give-up-itis • Voodoo Deaths • In Hopeless Situations, People Become Helpless • Hope, Faith, and Placebos • Cognitive Control of Motivation • Cognitive Control of Death

Part Five Personality, Pathology, and Treatment

Chapter 10 Personality Theory and Assessment 408

Uniqueness and Consistency:
Key Problems for Personality Theory 410
How Different Is Normal? • Personality as Consistency

Ways of Thinking About Personality 412

Freud and His Followers: Consistency As the Outcome of a Battle • The Organismic Field Theorists: Consistency As the "Actualization" of Self • The Factor Theorists: Consistency from a Collection of Traits • The Learning Theorists: Consistency from Learned Habit Patterns

Sources and Dimensions of Individual Differences 431

Approaches to the Study of Individual Differences • Self and Identity • Developmental Factors

Some Personality Variables and Types 437
Internal vs. External Locus of Control • Machiavellians (almost) Always Win • The Authoritarian Personality • The Silent World of the Shy Student

Personality Assessment 444
Why Try? • Instruments for Measuring Personality •
Intelligence and IQ Tests

Chapter Summary 453

Chapter 11 Deviance, Pathology, and Madness 456

Abnormal Psychology and Mental Illness 456

Sick! Sick. Sick? 460

The Medical Model: Why Some Are Sick of It • Is Any Behavior Really Abnormal? • The Winds of Change

Loss of Self-Regulating Capacities:

Dependence and Addiction 466

Dependence on Alcohol • Dependence on Cigarettes •

Drug Addiction • "I Got a Right to Be Me, to Do My

Own Thing"

Loss of Joy in Living: Neurosis 476

Anxiety Neurosis • Phobias • Obsessive-Compulsive
Neurosis • Hysterical Neurosis • Hypochondria •

Depressive Neurosis

Loss of Contact with Reality: Psychosis 484 Classification of Psychoses • Paranoid Reactions • Affective Reactions • Schizophrenic Reactions • Origins of Psychotic Behavior

Loss of Alternative Modes of Being: Suicide 496
The Scientific Classification of an Unscientific
Concept • Social Factors in Suicide • Depression and
Suicide • Those Left Behind . . . • Suicide Prevention

You and Your Mental Health 502

Chapter Summary 504

Chapter 12 Therapeutic Modification of Behavior 506

Biological Basis of Therapy 510 Shock Therapy • Chemotherapy • Psychosurgery • Physical Therapy and the Medical Model

Psychodynamic Basis of Therapy 518
Freudian Psychoanalysis • Psychoanalytic Therapy Since
Freud • Evaluation of Psychoanalytic Therapy

Behavioristic Basis of Therapy 522
Extinction • Desensitization • Implosive Therapy •
Aversive Learning • Positive Reinforcement • Imitation of Models • Token Economies • Evaluation of Behavioristic Therapies

The Existential-Humanistic Basis of Therapy 534
Existential Psychotherapy • Humanistic Psychotherapy

Evaluating Psychotherapeutic Effectiveness 538 Who Gets Credit for the Cure? • Judging Success in Therapy

Therapeutic Groups 541
Group Therapy • Experiential Groups

Combining Therapeutic Resources 546
Institutional Care • Community-Based Mental Health Care • Substitutes for Institutionalization • A Dream for the Future or Future Shock?

Part Six Society: Its Problems and Their Solutions

Chapter 13 The Social Bases of Behavior 558

The Social-Psychological Approach 561

Attribution: Inferring Traits and Causes 562 The Perception of People • The Perception of Causes

Personal and Social Motives 568

The Need for Achievement • Reactance: The Need for Freedom of Action • The Need for Social Comparison • The Need for Social Approval • The Need for Affiliation • Altruism: The Need to Help Others • The Need for Consistency

What People Do We Like? • Why Do We Like the People We Like? • Romantic Love

Social Influence As "People Power" 582 The Many Faces of Persuasion • What Produces – and Changes - Attitudes?

The Group Dynamics Movement • The Functions of Social Norms • The Power of Social Norms in the Laboratory • The Power of Social Norms in the Real World • The Power of the Leader • Prejudice and Racism • The Unconscious Ideology of Sexism

Chapter Summary 606

Chapter 14 The Perversion of Human Potential 608

Aggression and Violence 611

Aggression As Inborn • Aggression As an Acquired Drive • Aggression As Socially Learned • Violent Encounters • Collective and Institutionalized Violence

Pathology in Urban Centers 625 Help! Who Will Help Me? • Overcrowding • Anonymity and Deindividuation • Vandalism: Senseless Violence?

Social Sanctions for Evil 640 Blind Obedience to Authority • The Dynamics of Groupthink • Watergate and the Perversion of Loyalty

Dehumanizing Human Relationships 647 The Functions of Dehumanization • The Techniques of Dehumanization

Chapter Summary 654

Epilogue: A Dream for the Future 656

Ecological Psychology 657 Contrasts in Focus • Contrasts in Concepts

The Ethics of Intervention 670 Research and Ethics • Distress, Deception, and Discovery • Therapy - Intervention on Request • Social Engineering - Intervention in Society

Psychology for a Better Life 677

Appendix: Basic Concepts in Statistics 682

Glossary 697 References 727 Acknowledgments 759 Name Index 764 Subject Index 771