

PART ONE THE BASES FOR APPLYING PSYCHOLOGY

1 An Introduction	3
Some Questions and Answers. The Scientific Method.	
Nature and Nurture. The Brain. The Chemistry of Behavior.	
Mental Health and Mental Illness. A Preview. Summary.	23
2 Our Wants and Life-styles	
A Basic Diagram of Behavior. Incentives.	
The Intrinsic and the Extrinsic. Motivational Theory.	
Environmental Psychology. Our Perceptions of Being Crowded.	
Crowding and Territoriality. Crowding and Behavior.	
Community Size and Life-styles. Some Environmental Changes.	
Summary.	49
3 Personality	
The Whole Person. Temperament. Emotional Responses.	
The Roles We Play. The Case of Ann Stewart.	
Personality and Creativity. Theories of Personality. Summary.	65
4 Adjustment	
What Is Adjustment? Personality Types. Types of Relationships.	
Some Common Problems. Feelings of Inferiority.	
Fear and Anxiety. The Nature of Stress. Worry.	
The Processes of Adjustment. Coping Behavior.	
Defensive Reactions. Apathy and Stereotyped Behavior.	
An Overload of Problems. Complexities of Effective Adjustments.	
Summary.	91
5 Abnormal Psychology	
The Ills Are Physical—The Illness Emotional. Some Facts and Fiction	
Childhood and Adolescent Disorder. Neuroses. The Case of John L.	
Obsessive-Compulsive Neurosis. Dissociative Reactions.	
Conversion Reaction. Neurotic Depression.	
The Neurotic Fatigue Syndrome. Psychoses. Schizophrenia. Paranoia.	
Manic-Depressive Psychosis. Sexual Deviations.	
Other Sexual Deviations. Antisocial Behavior. Psychotherapy.	
Summary.	

PART TWO INDIVIDUAL DEVELOPMENT AND CHANGE

6 The Practical Aspects of Child Development	1
What to Expect. Eating, Sleeping, and Toilet Training.	
Walking and Other Motor Skills. Emotional Behavior.	
Language and Understanding. Abilities, Interests, and Play.	
Social Development. The Growth of Personality.	
Some Short Answer Guides. Summary.	

7 Adjustment Problems of Adolescence

Some Problem Areas of Adolescence. Emotional Behavior.
Social Behavior. Interests and Attitudes. The Drug Scene.
Some Questions and Answers about Drugs. Four Dimensions of Self.
The Positive Side of Adolescence. Dating. Liking and Loving.
Marriage. Attitude and Knowledge Surveys. Summary.

149

8 Youth, Middle Age, and Beyond

Youth. Middle Age. Changes in Middle Age. The Psychology of Aging.
Preretirement—A Changing Pattern. Retirement.
Individual Potential. Summary.

179

PART THREE THE ASSETS WE NEED

9 Making the Most of Our Abilities

Psychological Testing. Special Abilities. Training and Education.
Efficiency in Study. How Good a Student Are You?
Motivation for Study. Setting Up a Study Schedule.
Physical Setting for Study. Making an Assignment Meaningful.
Recitation. Review. Taking Lecture Notes. More on Studying.
Preparing For and Taking Examinations. Reading. Summary.

203

10 Perception, Communication, and Problem Solving

Perceptual Organization. Past Experience. Mental Set. Needs.
Emotions and Perception. Attention. Distraction. Illusions.
Perception in Advertising. Psychology in the Marketing Mix.
Communication. Levels of Communication.
Generalizations about Communication. Problem Solving.
Problem Solving in Human Relations. Summary.

227

11 The Practical Aspects of Learning and Memory

Characteristics of Learning. Motivation and Learning. Habits.
A Case Study. Learning Curves. Transfer of Learning.
Punishment in Learning. Organizing What Is to Be Learned.
Learning and Remembering. Forgetting. Overlearning and Retention.
Repression. Selection and Organization in Remembering.
Measuring Retention. Short- and Long-Term Memory.
Summary.

257

PART FOUR TOWARD CAREER PLANNING

12 Counseling and Guidance

The Search for Identity. Counseling Interviews.
Useful Generalizations about Counseling.

287

Some Precounseling Thinking Guidelines Relating People and Jobs
Vocational Selection—A Two-Way Street
The Employer's Selection Problems The Employee's Selection Problems
Summary.

- 13 Making Career Decisions** 303
Decision Making People and Occupations.
Some Questions in Choosing Goals Sources of Job Possibilities
Letters of Application Interview Moving Ahead on the Job
Occupational Choice and Conflict Summary.
- 14 Business and Industry** 323
Work within a System—An Example.
The Anatomy of the Modern Company The Organization Chart
Status Status at Different Ranks Women at Work.
The Structures of Labor Unions Status within the Union.
Unions at the Professional Level Summary.

PART FIVE HUMAN ASPECTS OF WORK

- 15 Some Psychological Views of Work** 345
Work as a Way of Life Common Characteristics of Work.
Fatigue Improving Efficiency in Work Wage Incentives.
Merit Rating Summary.
- 16 Man and Machines** 363
Equipment Design Sensory Inputs Environmental Inputs.
Outputs Accidents and Safety Definition of an Accident.
The Causes of Accidents Human Factors in Accidents.
Accident Reduction Summary.
- 17 Getting Satisfaction from Work** 391
Attitudes and Morale Factors Affecting Job Attractiveness.
Why Do They Leave? Factors Related to Liking the Job.
Summary.
- 18 The Individual and the Organizational Climate** 407
Organizational Climates Personality Types Determiners of Climate.
Effects of Climate on People.
The Climate of Supervision and Management Summary.
- 427**

Bibliography 433

Glossorial Index
