

Brief Contents

Preface / xxiii

Unit I Psychology's History and Approaches / 1

- Module 1 Psychology's History / 1
 - Module 2 Psychology's Big Issues and Approaches / 9
 - Module 3 Careers in Psychology / 20
-

Unit II Research Methods: Thinking Critically With Psychological Science / 29

- Module 4 The Need for Psychological Science / 30
 - Module 5 The Scientific Method and Description / 38
 - Module 6 Correlation and Experimentation / 46
 - Module 7 Statistical Reasoning in Everyday Life / 56
 - Module 8 Frequently Asked Questions About Psychology / 64
-

Unit III Biological Bases of Behavior / 75

- Module 9 Biological Psychology and Neurotransmission / 76
 - Module 10 The Nervous and Endocrine Systems / 86
 - Module 11 Studying the Brain, and Older Brain Structures / 94
 - Module 12 The Cerebral Cortex / 104
 - Module 13 Brain Hemisphere Organization and the Biology of Consciousness / 114
 - Module 14 Behavior Genetics: Predicting Individual Differences / 123
 - Module 15 Evolutionary Psychology: Understanding Human Nature / 135
-

Unit IV Sensation and Perception / 150

- Module 16 Basic Principles of Sensation and Perception / 151
 - Module 17 Influences on Perception / 163
 - Module 18 Vision / 171
 - Module 19 Visual Organization and Interpretation / 182
 - Module 20 Hearing / 194
 - Module 21 The Other Senses / 202
-

Unit V States of Consciousness / 217

- Module 22 Understanding Consciousness and Hypnosis / 218
 - Module 23 Sleep Patterns and Sleep Theories / 225
 - Module 24 Sleep Deprivation, Sleep Disorders, and Dreams / 234
 - Module 25 Psychoactive Drugs / 246
-

Unit VI Learning / 262

- Module 26 How We Learn and Classical Conditioning / 263
 - Module 27 Operant Conditioning / 275
 - Module 28 Operant Conditioning's Applications, and Comparison to Classical Conditioning / 286
 - Module 29 Biology, Cognition, and Learning / 292
 - Module 30 Learning by Observation / 304
-

Unit VII Cognition / 316

- Module 31 Studying and Building Memories / 317
- Module 32 Memory Storage and Retrieval / 329

Module 33	Forgetting, Memory Construction, and Memory Improvement / 341
Module 34	Thinking, Concepts, and Creativity / 356
Module 35	Solving Problems and Making Decisions / 361
Module 36	Thinking and Language / 372

Unit VIII Motivation, Emotion, and Stress / 389

Module 37	Motivational Concepts / 390
Module 38	Hunger Motivation / 396
Module 39	Sexual Motivation / 406
Module 40	Social Motivation: Affiliation Needs / 412
Module 41	Theories and Physiology of Emotion / 420
Module 42	Expressed Emotion / 432
Module 43	Stress and Health / 441
Module 44	Stress and Illness / 448

Unit IX Developmental Psychology / 460

Module 45	Developmental Issues, Prenatal Development, and the Newborn / 462
Module 46	Infancy and Childhood: Physical Development / 471
Module 47	Infancy and Childhood: Cognitive Development / 476
Module 48	Infancy and Childhood: Social Development / 488
Module 49	Gender Development / 500
Module 50	Parents, Peers, and Early Experiences / 508
Module 51	Adolescence: Physical and Cognitive Development / 513
Module 52	Adolescence: Social Development and Emerging Adulthood / 519

Module 53	Sexual Development / 526
Module 54	Adulthood: Physical, Cognitive, and Social Development / 539

Unit X Personality / 554

Module 55	Freud's Psychoanalytic Perspective: Exploring the Unconscious / 556
Module 56	Psychodynamic Theories and Modern Views of the Unconscious / 565
Module 57	Humanistic Theories / 571
Module 58	Trait Theories / 576
Module 59	Social-Cognitive Theories and Exploring the Self / 587

Unit XI Testing and Individual Differences / 606

Module 60	Introduction to Intelligence / 607
Module 61	Assessing Intelligence / 617
Module 62	The Dynamics of Intelligence / 625
Module 63	Studying Genetic and Environmental Influences on Intelligence / 632
Module 64	Group Differences and the Question of Bias / 638

Unit XII Abnormal Behavior / 649

Module 65	Introduction to Psychological Disorders / 650
Module 66	Anxiety Disorders, Obsessive-Compulsive Disorder, and Posttraumatic Stress Disorder / 661
Module 67	Mood Disorders / 671

- Module 68 Schizophrenia / 684
Module 69 Other Disorders / 693

Unit XIII Treatment of Abnormal Behavior / 707

- Module 70 Introduction to Therapy, and Psychodynamic and Humanistic Therapies / 708
Module 71 Behavior, Cognitive, and Group Therapies / 716
Module 72 Evaluating Psychotherapies and Prevention Strategies / 728
Module 73 The Biomedical Therapies / 740

Unit XIV Social Psychology / 753

- Module 74 Attribution, Attitudes, and Actions / 754
Module 75 Conformity and Obedience / 762
Module 76 Group Behavior / 771
Module 77 Prejudice and Discrimination / 780
Module 78 Aggression / 789
Module 79 Attraction / 798
Module 80 Altruism, Conflict, and Peacemaking / 807

Enrichment Modules / 821

- Module 81 Influences on Drug Use / 822
Module 82 Psychology at Work / 827

- Module 83 Experienced Emotion: Anger and Happiness / 844
Module 84 Human Flourishing / 856
Module 85 Animal Thinking and Language / 867

Appendix A Practice AP®-Style Exam / A-1

Appendix B AP® Exam Tips / B-1

Appendix C Psychological Science's Key Contributors / C-0

Appendix D Preparing for Further Psychology Studies / D-1

Appendix E Answers to Test Yourself Questions / E-1

Glossary / G-1

Glosario en Español / GE-1

References / R-1

Name Index / NI-1

Subject Index / SI-1

Contents

Preface / xxiii

Unit I

Psychology's History and Approaches / 1

Module 1 Psychology's History / 1

Psychology's Roots 2
Psychological Science Develops 5

Module 2 Psychology's Big Issues and Approaches / 9

Psychology's Biggest Question 9
Psychology's Three Main Levels of Analysis 11
Psychology's Subfields 13

■ **Close-up:** Improve Your Retention—and Your Grades! 16

Module 3 Careers in Psychology / 20

Basic Research Subfields 20
Applied Research Subfields 22
The Helping Professions 23

Unit II

Research Methods: Thinking Critically With Psychological Science / 29

Module 4 The Need for Psychological Science / 30

Did We Know It All Along? Hindsight Bias 31
Overconfidence 32
Perceiving Order in Random Events 33
The Scientific Attitude: Curious, Skeptical, and Humble 34
Critical Thinking 35

Module 5 The Scientific Method and Description / 38

The Scientific Method 38
Description 40

Module 6 Correlation and Experimentation / 46

Correlation 46
Experimentation 50

Module 7 Statistical Reasoning in Everyday Life / 56

The Need for Statistics 56
Descriptive Statistics 57
Inferential Statistics 60

Module 8 Frequently Asked Questions About Psychology / 64

Psychology Applied 64
Ethics in Research 66

Unit III

Biological Bases of Behavior / 75

Module 9	Biological Psychology and Neurotransmission / 76	■ Close-up: Handedness 118 The Biology of Consciousness 118
	Biology, Behavior, and Mind 76	
	Neural Communication 78	
Module 10	The Nervous and Endocrine Systems / 86	Module 14 Behavior Genetics: Predicting Individual Differences / 123
	The Nervous System 86	Genes: Our Codes for Life 124
	The Endocrine System 90	Twin and Adoption Studies 125
Module 11	Studying the Brain, and Older Brain Structures / 94	The New Frontier: Molecular Genetics 129
	The Tools of Discovery: Having Our Head Examined 94	Heritability 129
	Older Brain Structures 96	Gene-Environment Interaction 130
Module 12	The Cerebral Cortex / 104	Module 15 Evolutionary Psychology: Understanding Human Nature / 135
	Structure of the Cortex 104	Natural Selection and Adaptation 135
	Functions of the Cortex 105	Evolutionary Success Helps Explain Similarities 136
	The Brain's Plasticity 110	An Evolutionary Explanation of Human Sexuality 137
Module 13	Brain Hemisphere Organization and the Biology of Consciousness / 114	■ Thinking Critically About: The Evolutionary Perspective on Human Sexuality 139
	Our Divided Brain 114	Reflections on Nature and Nurture 140
	Right-Left Differences in the Intact Brain 117	

Unit IV

Sensation and Perception / 150

Module 16	Basic Principles of Sensation and Perception / 151	■ Thinking Critically About: ESP—Perception Without Sensation? 167
	Selective Attention 152	
	Transduction 155	
	Thresholds 156	
	■ Thinking Critically About: Can Subliminal Messages Control Our Behavior? 158	
	Sensory Adaptation 159	
Module 17	Influences on Perception / 163	Module 18 Vision / 171
	Perceptual Set 163	The Stimulus Input: Light Energy 171
	Context Effects 164	The Eye 172
	Emotion and Motivation 166	Visual Information Processing 174
		Color Vision 178
		Module 19 Visual Organization and Interpretation / 182
		Visual Organization 182
		Visual Interpretation 190

Module 20 Hearing / 194

The Stimulus Input: Sound Waves 195
The Ear 195

Module 21 The Other Senses / 202

Touch 202

Pain 203

Taste 207

Smell 207

Body Position and Movement 209

Sensory Interaction 210

Unit V

States of Consciousness / 217

Module 22 Understanding Consciousness and Hypnosis / 218

Defining Consciousness 218
Hypnosis 219

Module 23 Sleep Patterns and Sleep Theories / 225

Biological Rhythms and Sleep 225
Sleep Theories 230

■ **Close-up:** Sleep and Athletic Performance 231

Module 24 Sleep Deprivation, Sleep Disorders, and Dreams / 234

Sleep Deprivation and Sleep Disorders 234
Dreams 240

Module 25 Psychoactive Drugs / 246

Tolerance and Addiction 246
Thinking Critically About: Addiction 248
Types of Psychoactive Drugs 248

Unit VI

Learning / 262

Module 26 How We Learn and Classical Conditioning / 263

How Do We Learn? 263
Classical Conditioning 266

■ **Close-up:** Biofeedback 289

Contrasting Classical and Operant Conditioning 289

Module 27 Operant Conditioning / 275

Operant Conditioning 275
Skinner's Experiments 275
Skinner's Legacy 282

Module 29 Biology, Cognition, and Learning / 292

Biological Constraints on Conditioning 292
Cognition's Influence on Conditioning 296
Learning and Personal Control 298

Module 28 Operant Conditioning's Applications, and Comparison to Classical Conditioning / 286

Applications of Operant Conditioning 286

■ **Close-up:** Training Our Partners 288

Module 30 Learning by Observation / 304

Mirrors and Imitation in the Brain 305
Applications of Observational Learning 307

■ **Thinking Critically About:** Does Viewing Media Violence Trigger Violent Behavior? 309

Unit VII

Cognition / 316

Module 31 Studying and Building Memories / 317

Studying Memory 318
Building Memories: Encoding 320

Module 32 Memory Storage and Retrieval / 329

Memory Storage 329
Retrieval: Getting Information Out 334

Module 33 Forgetting, Memory Construction, and Memory Improvement / 341

Forgetting 341
Memory Construction Errors 347
Improving Memory 352

Module 34 Thinking, Concepts, and Creativity / 356

Thinking and Concepts 356
Creativity 357

Module 35 Solving Problems and Making Decisions / 361

Problem Solving: Strategies and Obstacles 361
Forming Good and Bad Decisions and Judgments 363

■ **Thinking Critically About:** The Fear Factor—Why We Fear the Wrong Things 366

Module 36 Thinking and Language / 372

Language Structure 373
Language Development 373
The Brain and Language 377
Language and Thought 379

Unit VIII

Motivation, Emotion, and Stress / 389

Module 37 Motivational Concepts / 390

Instincts and Evolutionary Psychology 391
Drives and Incentives 391
Optimum Arousal 392
A Hierarchy of Motives 393

Module 38 Hunger Motivation / 396

The Physiology of Hunger 397
The Psychology of Hunger 399
Obesity and Weight Control 401

■ **Close-up:** Waist Management 403

Module 39 Sexual Motivation / 406

The Physiology of Sex 406
The Psychology of Sex 409

Module 40 Social Motivation: Affiliation Needs / 412

The Benefits of Belonging 412
The Pain of Being Shut Out 414
Connecting and Social Networking 415

■ **Close-up:** Managing Your Social Networking 417

Module 41 Theories and Physiology of Emotion / 420

Cognition and Emotion 421
Embodied Emotion 425

■ **Thinking Critically About:** Lie Detection 428

Module 42 Expressed Emotion / 432

Detecting Emotion in Others 432
Gender, Emotion, and Nonverbal Behavior 434
Culture and Emotional Expression 435
The Effects of Facial Expressions 437

Module 43 Stress and Health / 441

Stress: Some Basic Concepts 442

Module 44 Stress and Illness / 448

Stress and Susceptibility to Disease 450

Unit IX

Developmental Psychology / 460

Module 45	Developmental Issues, Prenatal Development, and the Newborn / 462	
	Developmental Psychology's Major Issues 462	
	Prenatal Development and the Newborn 465	
Module 46	Infancy and Childhood: Physical Development / 471	
	Brain Development 471	
	Motor Development 472	
	Brain Maturation and Infant Memory 473	
Module 47	Infancy and Childhood: Cognitive Development / 476	
	Piaget's Theory and Current Thinking 477	
	■ Close-up: Autism Spectrum Disorder and "Mind-Blindness" 481	
	An Alternative Viewpoint: Lev Vygotsky's Scaffolding 484	
	Reflecting on Piaget's Theory 484	
Module 48	Infancy and Childhood: Social Development / 488	
	Origins of Attachment 488	
	Attachment Differences: Temperament and Parenting 490	
	Deprivation of Attachment 492	
	Day Care 494	
	Self-Concept 495	
	Parenting Styles 496	
	Culture and Child Raising 497	
Module 49	Gender Development / 500	
	How Are We Alike? How Do We Differ? 500	
	The Nurture of Gender: Our Culture 503	
Module 50	Parents, Peers, and Early Experiences / 508	
	Experience and Brain Development 508	
	How Much Credit or Blame Do Parents Deserve? 510	
	Peer Influence 510	
Module 51	Adolescence: Physical and Cognitive Development / 513	
	Cognitive Development 514	
Module 52	Adolescence: Social Development and Emerging Adulthood / 519	
	Forming an Identity 519	
	Parent and Peer Relationships 521	
	Emerging Adulthood 522	
Module 53	Sexual Development / 526	
	■ Close-up: The Sexualization of Girls 531	
	Sexual Orientation 531	
Module 54	Adulthood: Physical, Cognitive, and Social Development / 539	
	Physical Development 539	
	Cognitive Development 542	
	Social Development 543	

Unit X

Personality / 554

Module 55	Freud's Psychoanalytic Perspective: Exploring the Unconscious / 556	
	Psychoanalytic Theory's Core Ideas 556	
	Evaluating Freud's Psychoanalytic Perspective 561	
Module 56	Psychodynamic Theories and Modern Views of the Unconscious / 565	
	The Neo-Freudian and Psychodynamic Theorists 565	
	Assessing Unconscious Processes 566	
	The Modern Unconscious Mind 568	
Module 57	Humanistic Theories / 571	
	Abraham Maslow's Self-Actualizing Person 571	
	Carl Rogers' Person-Centered Perspective 572	
	Assessing the Self 573	
	Evaluating Humanistic Theories 573	

Module 58 Trait Theories / 576

- Exploring Traits 577
 Assessing Traits 578
- **Thinking Critically About:** How to Be a "Successful" Astrologer or Palm-Reader 579
- The Big Five Factors 580
 Evaluating Trait Theories 582

Module 59 Social-Cognitive Theories and Exploring the Self / 587

- Social-Cognitive Theories 587
- **Close-up:** Toward a More Positive Psychology 590
- Exploring the Self 594

Unit XI

Testing and Individual Differences / 606

Module 60 Introduction to Intelligence / 607

- Is Intelligence One General Ability or Several Specific Abilities? 608
 Emotional Intelligence 612
 Is Intelligence Neurologically Measurable? 613

Module 61 Assessing Intelligence / 617

- The Origins of Intelligence Testing 617
 Modern Tests of Mental Abilities 619
 Principles of Test Construction 620

Module 62 The Dynamics of Intelligence / 625

- Stability or Change? 625
 Extremes of Intelligence 629

Module 63 Studying Genetic and Environmental Influences on Intelligence / 632

- Twin and Adoption Studies 632
 Environmental Influences 634

Module 64 Group Differences and the Question of Bias / 638

- Group Differences in Intelligence Test Scores 638
 The Question of Bias 641

Unit XII

Abnormal Behavior / 649

Module 65 Introduction to Psychological Disorders / 650

- Defining Psychological Disorders 651
 Understanding Psychological Disorders 651
- **Thinking Critically About:** ADHD—Normal High Energy or Disordered Behavior? 652
- Classifying Psychological Disorders 654
 Labeling Psychological Disorders 655
- **Thinking Critically About:** Insanity and Responsibility 656
- Rates of Psychological Disorders 657

- Panic Disorder 662
 Phobias 662
 Obsessive-Compulsive Disorder 663
 Posttraumatic Stress Disorder 664
 Understanding Anxiety Disorders, OCD, and PTSD 666

Module 66 Anxiety Disorders, Obsessive-Compulsive Disorder, and Posttraumatic Stress Disorder / 661

- Generalized Anxiety Disorder 662

Module 67 Mood Disorders / 671

- Major Depressive Disorder 671
 Bipolar Disorder 673
 Understanding Mood Disorders 674

- **Close-up:** Suicide and Self-Injury 676

Module 68 Schizophrenia / 684

- Symptoms of Schizophrenia 684
 Onset and Development of Schizophrenia 685
 Understanding Schizophrenia 686

Module 69 Other Disorders / 693

Somatic Symptom and Related Disorders 693

Dissociative Disorders 694

Eating Disorders 697

Personality Disorders 698

Unit XIII

Treatment of Abnormal Behavior / 707

Module 70 Introduction to Therapy, and Psychodynamic and Humanistic Therapies / 708Introduction to Therapy 709
Psychoanalysis and Psychodynamic Therapy 709
Humanistic Therapies 711**Module 71 Behavior, Cognitive, and Group Therapies / 716**Behavior Therapies 716
Cognitive Therapies 720
Group and Family Therapies 723**Module 72 Evaluating Psychotherapies and Prevention Strategies / 728**

Evaluating Psychotherapies 728

■ **Thinking Critically About:** "Regressing" from Unusual to Usual 730■ **Close-up:** A Consumer's Guide to Psychotherapists 736
Preventing Psychological Disorders 737**Module 73 The Biomedical Therapies / 740**Drug Therapies 740
Brain Stimulation 743
Psychosurgery 746
Therapeutic Lifestyle Change 746

Unit XIV

Social Psychology / 753

Module 74 Attribution, Attitudes, and Actions / 754The Fundamental Attribution Error 754
Attitudes and Actions 756**Module 77 Prejudice and Discrimination / 780**

Prejudice 780

■ **Close-up:** Automatic Prejudice 782**Module 75 Conformity and Obedience / 762**Conformity: Complying With Social Pressures 762
Obedience: Following Orders 765**Module 78 Aggression / 789**The Biology of Aggression 789
Psychological and Social-Cultural Factors in Aggression 791**Module 76 Group Behavior / 771**Social Facilitation 771
Social Loafing 772
Deindividuation 773
Group Polarization 773
Groupthink 775
The Power of Individuals 775
Cultural Influences 776**Module 79 Attraction / 798**The Psychology of Attraction 798
■ **Close-up:** Online Matchmaking and Speed Dating 799
Romantic Love 803**Module 80 Altruism, Conflict, and Peacemaking / 807**Altruism 807
Conflict and Peacemaking 810

Enrichment Modules / 821

- Module 81 Influences on Drug Use / 822
- Module 82 Psychology at Work / 827
- Module 83 Experienced Emotion: Anger and Happiness / 844
- Module 84 Human Flourishing / 856
- Module 85 Animal Thinking and Language / 837

Appendix A Practice AP®-Style Exam / A-1

Appendix B AP® Exam Tips / B-1

Appendix C Psychological Science's Key Contributors / C-0

Appendix D Preparing for Further Psychology Studies / D-1

Appendix E Answers to Test Yourself Questions / E-1

Glossary G-1

Glosario en Español GE-1

References R-1

Name Index NI-1

Subject Index SI-1