

BRIEF CONTENTS

CHAPTER 1

The Evolution of Psychology 1

APPLICATION: IMPROVING ACADEMIC PERFORMANCE

CHAPTER 2

The Research Enterprise in Psychology 36

APPLICATION: FINDING AND READING JOURNAL ARTICLES

CHAPTER 3

The Biological Bases of Behavior 72

APPLICATION: THINKING CRITICALLY ABOUT THE CONCEPT OF "TWO MINDS IN ONE"

CHAPTER 4

Sensation and Perception 122

APPLICATION: THINKING ABOUT ART AND ILLUSION

CHAPTER 5

Variations in Consciousness 176

APPLICATION: ADDRESSING PRACTICAL QUESTIONS ABOUT SLEEP AND DREAMS

CHAPTER 6

Learning Through Conditioning 216

APPLICATION: ACHIEVING SELF-CONTROL THROUGH BEHAVIOR MODIFICATION

CHAPTER 7

Human Memory 260

APPLICATION: IMPROVING EVERYDAY MEMORY

CHAPTER 8

Language and Thought 300

APPLICATION: UNDERSTANDING PITFALLS IN DECISION MAKING

CHAPTER 9

Intelligence and Psychological Testing 338

APPLICATION: MEASURING AND UNDERSTANDING CREATIVITY

CHAPTER 10

Motivation and Emotion 378

APPLICATION: UNDERSTANDING HUMAN SEXUALITY

CHAPTER 11

Human Development Across the Life Span 420

APPLICATION: UNDERSTANDING GENDER DIFFERENCES

CHAPTER 12

Personality: Theory, Research, and Assessment 472

APPLICATION: UNDERSTANDING PERSONALITY ASSESSMENT

CHAPTER 13

Stress, Coping, and Health 516

APPLICATION: IMPROVING COPING AND STRESS MANAGEMENT

CHAPTER 14

Psychological Disorders 556

APPLICATION: UNDERSTANDING AND PREVENTING SUICIDE

CHAPTER 15

Psychotherapy 602

APPLICATION: LOOKING FOR A THERAPIST

CHAPTER 16

Social Behavior 640

APPLICATION: UNDERSTANDING PREJUDICE