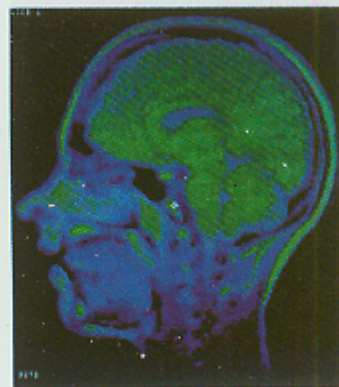


Contents

Preface	xv
1 What Is Psychology?	1
WHAT IS A PSYCHOLOGIST?	4
WHAT PSYCHOLOGISTS DO	5
<i>Human Service Fields</i>	
<i>Experimental Psychology: Research and Teaching</i>	
PSYCHOLOGY YESTERDAY AND TODAY	10
HOW PSYCHOLOGISTS STUDY BEHAVIOR	15
<i>Causality and the Process of Discovery</i>	
<i>Controlled Experiments • Interviews • Questionnaires</i>	
<i>Naturalistic Observation • Case Studies</i>	
<i>Applying Research Findings</i>	
CHAPTER SUMMARY AND REVIEW	26
2 Biological Bases of Behavior	29
NATURE VERSUS NURTURE	31
HEREDITY	33
<i>Genetics • Twins</i>	
HORMONES AND GLANDS	39
THE NERVOUS SYSTEM	43
<i>The Neuron • The Central Nervous System</i>	
<i>The Peripheral Nervous System</i>	
MONITORING NEURONAL ACTIVITY	55
<i>Techniques for Measurement • Biofeedback</i>	
CHAPTER SUMMARY AND REVIEW	58





3 Learning

CLASSICAL CONDITIONING

*The Basic Process • Conditioning Emotional Responses
Important Variables • Extinction and Spontaneous Recovery
Stimulus Generalization and Discrimination
Summary of Key Concepts in Classical Conditioning*

INSTRUMENTAL CONDITIONING

*The Basic Process • Shaping • Superstitious Behaviors
Reinforcement • Punishment • Important Variables
Stimulus Discrimination and Generalization
Extinction and Spontaneous Recovery
Intrinsically Motivated Behavior
Electrical Brain Stimulation • Summary of Key Concepts
Comparison of Classical and Instrumental Conditioning*

OBSERVATIONAL LEARNING

CHAPTER SUMMARY AND REVIEW

61

63

78

96

99



4 Memory

EARLY STUDIES OF MEMORY

RECALL AND RECOGNITION

FORGETTING: THE LOSS OF MEMORY

*Decay • Interference • Motivated Forgetting and Amnesia
State-Dependent Learning*

STAGES IN MEMORY: THE INFORMATION-PROCESSING APPROACH

*Stage I: The Sensory Register • Stage II: Short-Term Memory
Stage III: Long-Term Memory*

THE PHYSIOLOGY OF MEMORY

CHAPTER SUMMARY AND REVIEW

103

105

107

109

112

123

124



5 Motivation and Emotion

MOTIVATION: AN OVERVIEW

PHYSIOLOGICAL NEEDS: DRIVE REDUCTION

*Hunger • Thirst and Sex • Sensory Stimulation and Instincts
Competing Needs • Arousal Theory • Summary*

LEARNED MOTIVES: EXPECTANCY THEORY

*Need for Mastery and Achievement • Personality Factors
Summary*

COGNITIVE THEORY

*Cognitive Controls • Intrinsic and Extrinsic Motivation
Summary*

127

129

131

142

148

HUMANISTIC THEORY	152
EMOTION	155
<i>Development • Expression • Control</i>	
<i>Theories of Emotion • Summary</i>	
CHAPTER SUMMARY AND REVIEW	164
 6 Perception	 167
SENSORY EXPERIENCE	169
<i>Interacting Systems • Sensory Deprivation</i>	
THE VISUAL SYSTEM	172
<i>Structure • Electrical Activity • Eye Movements</i>	
<i>Color Vision • Form Perception</i>	
COMPLEX PERCEPTUAL PROCESSES	198
<i>Reading • Visual Search</i>	
<i>Development of Reading and Search Processes • Attention</i>	
<i>Imagery • Subliminal Perception</i>	
OTHER PERCEPTUAL SYSTEMS	208
<i>Hearing • Taste and Smell</i>	
<i>Kinesthesia and Vestibular Sensitivity • Pain</i>	
<i>Extrasensory Perception</i>	
CHAPTER SUMMARY AND REVIEW	218
 7 Child Development	 221
THE FIRST NINE MONTHS OF LIFE	222
<i>The First Trimester • The Second Trimester</i>	
<i>The Third Trimester</i>	
PREGNANCY AND BIRTH	225
<i>Maternal Emotions • The Birth Process • Natural Childbirth</i>	
THE NEWBORN	228
<i>Perception • Reflexes</i>	
INFANCY AND CHILDHOOD	231
<i>Physical Changes • Emotional Changes: Attachment</i>	
INTELLECTUAL DEVELOPMENT	234
<i>Piaget's Four Stages • Language Development</i>	
SOCIAL DEVELOPMENT	241
<i>The Role of Diet • The Father's Role in Childrearing</i>	
<i>The Effects of a Single-Parent Upbringing</i>	
<i>The Effects of Day-Care Centers</i>	
CHAPTER SUMMARY AND REVIEW	248

