

Preface

From its sparkling new colorful design to its expanded topical coverage, this edition of *Psychology* evolves from its predecessors. In planning this revision, I have tried to capture the essence of psychology and present it in a way that shows its diversity and complexity, while striving to retain the readability and high interest level of the previous editions. My publisher and I are excited about the result and are optimistic that students and instructors will share in the excitement.

Psychology is a serious science, but it is also fun. The study of human behavior is interesting, complicated, sometimes baffling, but always fascinating. Establishing scientific facts, being scholarly, and making science interesting are often seen as mutually exclusive goals; in psychology, however, the more mysterious the topic, the more interesting are the possible ways to unravel it.

To present psychology in a way that is accessible, exciting, and intriguing, as well as scholarly and not misleading takes a carefully constructed plan. I had help in constructing such a plan from thousands of students and scores of instructors who have used the book in its previous editions. My publisher gathered information from this user group in the form of written feedback about topical coverage, interest level, writing style, and areas of potential misunderstanding. The student feedback was crucial in trying to strike a balance between the diversity of our field and the necessary readability needed to introduce it to the novice reader.

Features retained from the previous edition include topical coverage that is broad without being encyclopedic. The intentionally eclectic orientation uses various themes—like the nature/nurture issue—to unify the material, rather than a particular viewpoint; psychology is presented as a field that has several recurring questions that need to be addressed. Our user survey indicated that the most popular pedagogical features of the last edition were the *Research Profiles*, *Impact* panels, and the marginal glossaries. These have been retained and refined in this edition.

The following changes highlight the new edition:

1. A **chapter reorganization** which increases the number of chapters from 14 to 18. Past users and students felt that shorter chapters were advantageous. The same

group suggested that some topics warranted full chapter coverage. Consequently, new chapters have been added on Stress and Maladjustment and Environmental and Industrial Psychology; Developmental Psychology is now covered in two chapters instead of one.

2. **An emphasis on primary sources.** Peppered throughout the book are Landmark Studies—actual extracts from research studies which have had a significant impact on our field. These studies represent a healthy blend of classical and contemporary psychology.

Although Freud, Pavlov, and Piaget are now gone their work keeps reaching out to us as new researchers render fresh insights and evaluations. This text is thoroughly referenced to provide sources for inquiring students and to give them insights into the timeliness of various thoughts and ideas. More than 70 percent of all the research studies cited were conducted within the last ten years, 30 percent in the last five years, and there are citations to over two hundred papers from the last two years.

3. **Newsfront panels.** Each chapter includes an original presentation of psychology written by Tom Berner, a journalist and teacher at the Pennsylvania State University. These pieces have replaced the *In the News* panels of the previous edition, and provide diversions and insights into psychology from a layman's perspective that students should find interesting and exciting. Berner also performed one of two exhaustive editing surveys of the manuscript designed to increase clarity and readability.

4. **Illustration.** The figures that appear in this text have all been newly conceived and drawn, with many of them rendered in full color. Much time and energy have been spent on giving the text a fresh new look and feel. Well conceived art stimulates thought, and clearly drawn figures portraying data make complicated topics less confusing.

5. **New Topics.** Psychology seems to change from day to day. Hardly a week goes by without some change being reflected in the journals. This edition contains expanded coverage on intelligence, social psychology, and environment and behavior interactions. Learning theory is covered in more detail; adolescence is explained with a greater focus on transitional stages. There is a new chapter dealing with stress and its role in maladjustment. The DSM-III classification system is used; there is a much greater emphasis on the role of thought in behavior. Social learning theory is covered in more detail and cognitive psychology in general is given more emphasis. The following lists are by no means complete but give an idea of some of the topical changes.

Totally New Topics

Action potentials
Bandura's conception of
self-efficacy

Bulimia
The causes of behavior
Chaotic eating patterns