

Preface

Why do I describe psychology as a discovery experience? Much of my reasoning is very personal: My own study of psychology, including my career in this scientific discipline, has been a true journey of discovery. Growing up in a small town did not offer many opportunities to learn about the social sciences. However, during my first year in college, I was introduced to psychology and became hooked. I spent the following summer reading a stack of psychology books. After my sophomore year I began conducting research, and since then, I am repeatedly reminded that the science of psychology is a valuable way to understand behavior and the process of living on this planet.

What can I offer you as an enticement to read this book? Well, are you interested in becoming more competent in dealing with past, current, and future life events? Because psychology involves the “study of the mind,” this introductory psychology text and the accompanying course material can help you gain insight into both large and small events in your life by gaining a better understanding not only of other people but also of yourself. Seeking such knowledge is a distinguishing feature of young adulthood, and the college experience is specifically designed to foster this quest. In writing this text, I sought to bring to these pages that same message of hope and discovery that infuses the entire field of psychology. Does this sort of journey interest you?

I have written this text in a way that introduces you to the science of psychology as a journey of discovery, undertaken both by researchers in their search for knowledge over the past century and by students over the course of the term. I explain how psychology has expanded our understanding of how people think, feel, and behave, while also motivating you to apply this knowledge to better understand yourself and others. By regularly encouraging you to consider how psychological knowledge relates to your own life, I place your learning experience within a personally relevant context that will help you remember course material, while also fostering self-insights that can be applied to your daily living.

The history of psychology is infused with compelling stories of how researchers’ intense interest in learning

about the nature of human and animal behavior led them on a journey of discovery that eventually culminated in important new knowledge. The fundamental difference between our personal journeys of discovery and the journeys of discovery found in psychology is that the vehicle employed in the latter journeys is the scientific method. Throughout *Essentials of Psychology*, I present discovery stories in psychology so that you will appreciate both the human element and the ever-evolving nature of scientific knowledge and insight.

Following Chapter 1’s introduction to psychology—which covers the field’s history, areas of specialization, and research methodology—we examine the subject matter spanning the entire field of psychology. Each chapter also includes boxes that discuss selected studies in detail. This emphasis on the scientific enterprise encourages a healthy scientific skepticism of the many, often contradictory, commonsense truisms we learn from others.

One last thing I would like to mention about the stories you will read in this book is that some of them involve personal disclosures about me and my friends and family. Because I am asking you to take this discovery journey with me, I think it is only fair that I share some of my life experiences as they relate to chapter topics. I hope you enjoy these stories and that, in turn, you begin to consider how psychological knowledge can help you understand some of your own past and unfolding life stories.

Encouraging Self-Discovery

While encouraging you to analyze the scientific journey of discovery in psychology, the text also facilitates a personal journey of discovery by including about 30 *Self-Discovery Questionnaires* that ask you to consider how the specific text material relates to your life. Many of these *Self-Discovery Questionnaires* include self-report surveys that researchers currently use to study the selected self-discovery topic, and the results of studies employing them are part of the text material. Thus, as you learn about various psychological theories and relevant research findings, you also learn something about yourself.

Applying Psychology to Everyday Experiences

Beyond self-report questionnaires, I also present a *Psychological Applications* section at the end of each chapter that demonstrates how psychology can be applied to your life. In these sections, you learn how the theories and research in a particular chapter can be applied to real-world settings. Topics covered in the *Psychological Applications* sections include: developing critical thinking skills, learning how to exercise self-control in your academic and personal life, improving everyday memory, encouraging your creativity, managing your emotions, controlling test anxiety, and many others.

Encouraging Critical Thinking

You can develop an understanding of yourself and others by reading astrological predictions, internalizing the varied messages of popular culture, and uncritically accepting the advice and “wisdom” of friends, family, and (yes!) college professors. Yet, what is the value of this understanding if it is not subjected to critical cognitive analysis? Critical evaluation is an important component of *Essentials of Psychology*. Each chapter features *Journey of Discovery* questions, which require critical analyses of current discussion topics. Possible answers to these questions are provided in the appendix. Strategically placed *Info-Bits* in each chapter provide additional information on selected topics. Critical thinking is also encouraged by the questions frequently posed in the main body of the text, inviting you to guess a study’s hypotheses, results, or alternative interpretations of findings. Questions that appear in the captions of figures, tables, and photos inspire further analysis of text material. Last, but certainly not least, are the end-of-chapter *Practice Quiz* questions. These questions test your knowledge of various topics and the end-of-text answers provide immediate feedback on the extent of your understanding.

Recognizing the Diversity and Unity of People

Integrated within this book’s journey of discovery theme is the encouragement to recognize the ways in which people are both similar to, and different from, one another. *Essentials of Psychology* tells the story of the science of psychology in such a way that you will recognize the “yin-yang” of unity and diversity, whether you are trying to understand the thoughts, emotions, and behavior of your college roommates or those of people from other cultures. This emphasis on diversity can be seen most

clearly in the numerous *Exploring Culture & Diversity* boxes found throughout the book.

The text not only analyzes how culture and our individual developmental experiences influence the way we think, feel, and behave, but also examines how humans, as a species, often respond similarly to their physical and social surroundings. The “yin” in this diversity-unity analysis is the sociocultural perspective, while the “yang” is the evolutionary perspective. The text explains that the culture of a people is based on their relationship with the environment, and the evolution of our species is a story of how we have adapted to our surroundings. Thus, just as our bodies and brains are products of evolutionary forces, so, too, is our culture. Yet, cultural change occurs much more rapidly than genetic change. This is why the world’s cultures vary greatly, despite little meaningful genetic variation among cultural groups.

Two belief systems that explain how individuals relate to their groups, and that are important to understanding the psychology of human behavior, are individualism and collectivism. Individualism is a philosophy of life stressing the priority of personal goals over group goals, a preference for loose-knit social relationships, and a desire to be relatively independent of others’ influence. In contrast, collectivism is a philosophy of life stressing the priority of group needs over individual needs, a preference for tightly knit social relationships, and a willingness to submit to the influence of one’s group. Although we know that cultures differ in their individualist-collectivist orientations, we do not know whether one is better than the other in any ultimate evolutionary sense. *Essentials of Psychology* periodically examines how the psychology of people from different cultures differs due to their individualist-collectivist bents. For those chapter topics where the individualist-collectivist analysis is not especially relevant, other more relevant cultural factors are highlighted.

New to the Eighth Edition

The eighth edition of *Essentials of Psychology* has a good deal of new content, including many new photos, figures, and tables, as well as more than 200 new references. Other significant changes in this new edition include:

Chapter 1

- Incorporation of previous *Closer Look* vignettes into the main body of the chapter

Chapter 2

- Expanded discussion of modern technology measures of brain activity
- Streamlined discussion of the ethics of cloning

Chapter 3

- Expanded coverage of self-awareness development
- Expanded coverage of gender identity development
- New research on other-sex friendships
- Expanded coverage of moral development
- New research on super-agers

Chapter 4

- New research on taste perception

Chapter 5

- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on sleep deprivation
- New research on the dreams of the dying person

Chapter 6

- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on media violence and ways to reduce aggression

Chapter 7

- New chapter-opening story
- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on motivated forgetting

Chapter 8

- New research on gendered language effects
- New research on Gardner's theory of multiple intelligences
- New research on gender differences in intelligence

Chapter 9

- New chapter-opening story
- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on drugs to reduce appetite and obesity
- New research on rape myths
- New research on the sexual response cycle

Chapter 10

- Incorporation of previous *Closer Look* vignettes into the main body of the chapter

Chapter 11

- New chapter-opening story
- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on body dysmorphic disorder and reactive attachment disorder
- New research on dissociative amnesia and its etiology
- New research on depression and its etiology

Chapter 12

- New chapter-opening story
- New research on online therapy during the COVID pandemic
- New research on drug therapies for schizophrenia

Chapter 13

- New chapter-opening story
- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on stress experienced by minority groups due to prejudice
- New research on social support and mental and physical health

Chapter 14

- Incorporation of previous *Closer Look* vignettes into the main body of the chapter
- New research on gender and helping
- New research on the benefits of helping

Pedagogical Aids

Essentials of Psychology enhances learning with the following pedagogical devices:

1. Each chapter opens with a chapter outline.
2. Short, statement headings compactly summarize the content of chapter sections and facilitate recall of text topics.
3. A bulleted summary at the end of each major chapter section reviews the section's most important concepts.
4. Beautifully rendered, four-color illustrations throughout the text clarify and enhance chapter concepts.
5. Key terms and concepts are highlighted and defined on first appearance. Key terms are also defined in the text margins and listed in alphabetical order with page references at the end of each chapter. A glossary at the end of the book presents all of the definitions alphabetically.
6. *Journey of Discovery* questions within each chapter require critical analyses of current discussion topics. Possible answers are found online, as well as in the appendix at the end of the book.
7. *Info-Bits* briefly describe the results from psychological studies that enhance text material.
8. Quotes from famous individuals in other fields illustrate text material.
9. *Self-Discovery Questionnaires* and *Exploring Culture & Diversity* boxes enhance your understanding of a variety of topics. See the List of Vignettes on page xv.
10. *Psychological Applications* sections help you to apply each chapter's psychological concepts to real-world situations.
11. Suggested websites at the end of each chapter provide online sources that you can access to obtain a better understanding of chapter material.
12. *Review Questions* at the end of each chapter allow you to check your comprehension of the chapter's major concepts.

APA Principles for Quality Undergraduate Education in Psychology

The APA Board of Educational Affairs (BEA) has developed a set of principles and recommendations for creating a world-class educational system that provides students with:

- the workplace skills needed in the Information Age;
- a solid academic background that prepares them for advanced study in a wide range of fields;
- the knowledge, skills, and values they will need to enter and succeed in the workforce and thrive in their daily lives.

These principles and recommendations are available at www.apa.org/education/undergrad/principles.aspx

Acknowledgments

While writing this text, many people at BVT Publishing provided me with invaluable assistance, and I would like to thank the many people I worked so closely with while completing this eighth edition: Production and Fulfillment Manager Janai Escobedo, Designer/Typesetter/Indexer Suzanne Schmidt, Editor Regina Roths, Proofreader Teresa Daly, Permissions Coordinator Christine Davies, and Lab Book Designer Adrienne Shroyer. All of these talented people did a wonderful job coordinating and organizing numerous book tasks, many of which I was not even aware!

And Finally ...

I welcome your comments and feedback. The prospect of being able to develop a robust exchange of ideas with current users, both students and faculty, is truly exciting. You can reach me at stephen.franzoi@marquette.edu.

Very best wishes,

Steve Franzoi

About the Author

Stephen Franzoi is a professor emeritus in the Department of Psychology at Marquette University in Milwaukee, Wisconsin. He received his BS in both psychology and sociology from Western Michigan University, his PhD in psychology from the University of California at Davis, and was a postdoctoral fellow in the Self Program at Indiana University. Professor Franzoi has taught introductory psychology courses for 4 decades and has been the recipient of numerous teaching awards, including the Marquette University Teaching Excellence Award. During his career, he has served as assistant editor of *Social Psychology Quarterly* and associate editor of *Social Problems*, and his own research has been published in a number of places, including *Journal of Personality and Social Psychology*, *Personality and Social Psychology Bulletin*, *Psychology of Women Quarterly*, *American Sociological Review*, *Journal of Research in Personality*, *Sex Roles*, and *Journal of Personality*. Dr. Franzoi's primary research investigates the impact of

gender on body esteem, and he has discussed his work in such media outlets as the *New York Times*, USA Today, National Public Radio, and the Oprah Winfrey Show. In his spare time, Dr. Franzoi enjoys relaxing with his family, bicycling, and making and writing about wine for the Wisconsin Vintners Association.



Supplements and Resources

Instructor Supplements

A complete teaching package is available for instructors who adopt this book. This package includes a **customizable interactive eBook (LABBOOK™)**, **online lab**, **instructor's manual**, **test bank**, **PowerPoint™ slides**, **LMS integration**, and **LMS test bank files**. Instructors can also take advantage of **Inclusive Access** and **Instant Access** to save students money and make sure every student has easy access to the required materials.

LABBOOK (eBook with online lab)	An interactive eBook is available for this textbook on our LAB BOOK platform (at www.BVTLabBook.com). This platform offers a full teaching lab at no extra cost. The lab allows instructors to set up auto-graded homework and quizzes, and export the gradebook to their LMS. It also provides an attendance feature, communications tools, and a student engagement report that indicates how much each student is reading the book and using the study resources.
Content Creation & Customization	LABBOOK allows instructors to add or modify the content in any chapter. Students who use the "join code" provided will see the instructor's customized version of the textbook (for the same price as the base LAB BOOK). Instructors can also share their curated YouTube videos, as well as in-book notes and highlights with their students.
Instructor's Manual	The instructor's manual helps first-time instructors develop their course, while also offering seasoned instructors a new perspective on the materials. The user-friendly format begins by providing a chapter summary, learning objectives, key terms, and detailed outline for each chapter, followed by lecture discussion topics, class activities, sample answers to the end-of-chapter review questions and multimedia resources.
Test Banks	Separate exam banks, quiz banks, and homework banks are available to instructors in electronic form. Each chapter (for each bank) has approximately fifty multiple-choice, twenty-five true/false, fifteen short-answer, and five essay questions ranked by difficulty and style. Each question is referenced to the appropriate section of the text to make test and assignment creation quick and easy.
PowerPoint Slides	The available PowerPoint slides typically include about thirty slides per chapter, comprising a chapter overview, learning objectives, slides covering all key topics, key figures and charts, and summary and conclusion slides.
LMS Integration	BVT offers basic integration with Learning Management Systems (LMSs), providing single-sign-on links (often called LTI links) from Blackboard, Canvas, Moodle (or any other LMS) directly into our LABBOOK platform. Gradebooks from LABBOOK can be imported into most LMSs. Some campuses also allow full gradebook integration—your BVT textbook specialist will help you explore this option.
LMS Test Bank Files	The chapter test banks are available as Blackboard files, QTI files (for Canvas), and Respondus files (for other LMSs) so they can easily be imported into a wide variety of course management systems.
Inclusive Access	With Inclusive Access (sometimes called "First Day"), students get automatic access to the LABBOOK from within the LMS, and can purchase it at a discounted price (or opt out if they prefer). Inclusive Access is available at the campus level (usually involving the bookstore), and not all campuses are yet set up to offer this.
Instant Access	If you are not using Inclusive Access (see above), BVT can provide you with an Instant Access code to share with your students, giving free LABBOOK access for the first two weeks of class, along with a 10%-off coupon good for use on our online student store. Your BVT textbook specialist will help you set this up.

Student Resources

Student resources are available for this textbook on BVT's LABBOOK platform. LABBOOK is a web-based eBook platform designed for PCs, MACs, tablets, and smartphones. The various student resources are geared toward students needing additional assistance, as well as those seeking complete mastery of the content. The following resources are available:

LAB BOOK (interactive eBook)	The LABBOOK platform provides students with an interactive online eBook, incorporating multimedia (videos, etc.), links to vetted websites, and study tools, such as highlighting and margin notes. As an added study resource, comprehension questions are sprinkled throughout each chapter so students can make sure they are on track.
Practice Questions	Students can work through hundreds of practice questions, arranged chapter by chapter within the LABBOOK. Questions are multiple choice in format and are graded instantly for immediate feedback.
Flashcards	LABBOOK includes sets of flashcards that reinforce the key terms and concepts from each chapter.
PowerPoint Slides	For a study recap, students can view all of the instructor PowerPoint slides within the LABBOOK (without needing PowerPoint software).
Chapter Summaries	Summaries are available for each chapter on the LABBOOK, so students can easily brush up on the key points for quizzes and exams.

Customization

If you need a customized printed version of this textbook for your course or campus, BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of full customization:

- Rearrangement of chapters to follow the order of your syllabus
- Deletion of chapters not covered in your course
- Addition of paragraphs, sections, or chapters you or your colleagues have written for this course
- Editing of the existing content, down to the word level
- Customization of the accompanying student resources and online lab
- Addition of handouts, lecture notes, syllabus, and so forth
- Incorporation of student worksheets into the textbook

All of these customizations will be professionally typeset to produce a seamless textbook of the highest quality (in print and electronic form), with an updated table of contents and index to reflect the customized content.

You can also perform your own customizations directly on the LABBOOK platform, and share those customizations with your students via a "join code"; however, in that case there will be no accompanying print copy.