

# Brief Contents

<b>Chapter</b>	<b>1</b>	Psychology as a Science	1
<b>Chapter</b>	<b>2</b>	Neurological and Genetic Bases of Behavior	41
<b>Chapter</b>	<b>3</b>	Human Development	91
<b>Chapter</b>	<b>4</b>	Sensation and Perception	153
<b>Chapter</b>	<b>5</b>	Consciousness	209
<b>Chapter</b>	<b>6</b>	Learning	257
<b>Chapter</b>	<b>7</b>	Memory	297
<b>Chapter</b>	<b>8</b>	Language, Thinking, and Intelligence	345
<b>Chapter</b>	<b>9</b>	Motivation	409
<b>Chapter</b>	<b>10</b>	Personality	451
<b>Chapter</b>	<b>11</b>	Psychological Disorders	499
<b>Chapter</b>	<b>12</b>	Therapy	543
<b>Chapter</b>	<b>13</b>	Emotion, Stress, and Health	577
<b>Chapter</b>	<b>14</b>	Understanding Social Behavior	629
<b>Appendix</b>		Journey of Discovery Questions and Possible Answers	673
		Glossary	683
		References	703
		Name Index	783
		Subject Index	817

# Table of Contents

*List of Vignettes* xv

*Preface* xvii

*About the Author* xxi

*Supplements and Resources* xxiii



## Chapter 1

### Psychology as a Science 1

#### 1.1 What Is Psychology? 3

- 1.1a Psychology Is the Scientific Study of Mental Processes and Behavior 3
- 1.1b Early Pioneers Established Paths for Later Discoveries 3
- 1.1c Women and Ethnic Minorities Faced Discrimination as Pioneers in Psychology 4

#### 1.2 Contemporary Perspectives and Areas of Specialization 6

- 1.2a The Psychoanalytic and Behaviorist Perspectives Still Influence Theory and Research 6
- 1.2b Humanistic Psychology and Positive Psychology Highlight Personal Growth 7
- 1.2c Cognitive Psychology Focuses on How the Mind Organizes and Interprets Experiences 8
- 1.2d The Neuroscience Perspective Focuses on the Nervous System 8
- 1.2e Evolutionary Psychology Studies How Behavior Is Shaped by Natural Selection 9
- 1.2f The Sociocultural Perspective Studies How Behavior Is Shaped by Social and Cultural Forces 11
- 1.2g Psychology's Subfields Tend to Have Either a Research or Application Emphasis 13

#### 1.3 Scientific Methods in Psychology 15

- 1.3a Scientific Methods Minimize Error and Lead to Dependable Generalizations 15
- 1.3b The Research Process Unfolds in a Series of Stages 16
- 1.3c Description Is the Goal of Observational Research 21
- 1.3d Correlational Research Is Used to Analyze the Nature of the Relationship Between Variables 23
- 1.3e Experimental Research Determines Cause-Effect Relationships 27
- 1.3f Replication and Meta-Analysis Are Essential in Advancing Scientific Knowledge 30
- 1.3g There Are No "Final Truths" in Science 30

**Psychological Applications:** *How Can You Develop Critical Thinking Skills?* 33

**Suggested Websites** 36

**Key Terms** 36

**Review Questions** 37



## Chapter 2

### Neurological and Genetic Bases of Behavior 41

#### 2.1 The Neuron 43

- 2.1a Neurons Are the Nervous System's Building Blocks 43
- 2.1b A Neuron Consists of a Soma, Dendrites, and an Axon 44
- 2.1c A Neuron Is in Either a Resting or a Firing State 45
- 2.1d Neurons Communicate with One Another by Releasing Chemicals 47

## 2.2 Neural and Hormonal Systems 51

- 2.2a The Peripheral Nervous System Connects the Brain and Spinal Cord with Body Organs and Tissues 51
- 2.2b The Spinal Cord Connects the Peripheral Nervous System to the Brain 54
- 2.2c The Endocrine System Communicates by Secreting Hormones 55

## 2.3 The Brain 58

- 2.3a Modern Technology Measures the Brain's Electrical Activity, Structure, Blood Flow, and Chemistry 58
- 2.3b Three Major Brain Regions Are the Hindbrain, Midbrain, and Forebrain 60
- 2.3c The Cerebral Cortex Is the Crowning Achievement of Human Evolution 63
- 2.3d The Cerebral Cortex Consists of Specialized Regions, or Lobes 66
- 2.3e The Right and Left Cerebral Hemispheres Function Differently 68
- 2.3f Left-Brain and Right-Brain Descriptors of People Are Too Simplistic 70
- 2.3g The Brain Can Alter Its Neural Connections 72

## 2.4 Genetic Influences on Behavior 75

- 2.4a The Basic Biochemical Unit of Inheritance Is the Gene 75
- 2.4b Both Heredity and Environment Can Influence Physical and Behavioral Traits 77
- 2.4c Molecular Genetics Seeks to Identify Specific Genes That Influence Behavior 78
- 2.4d Controversies Surround Genetic Explanations of Certain Sex and Race Differences 80

**Psychological Applications:** *If You Are Left-Handed, Is Your Brain Organized Differently from That of a Right-Hander?* 85

**Suggested Websites** 87

**Key Terms** 87

**Review Questions** 88



# Chapter 3

## Human Development 91

### 3.1 Physical and Prenatal Development 92

- 3.1a Prenatal Development Occurs in Three Stages 92
- 3.1b The Fetus Can Be Harmed by Parental and Environmental Factors 93
- 3.1c Neurons in an Infant's Brain Compete for Survival 95
- 3.1d Physical Growth and Motor Development Occur Hand in Hand 97
- 3.1e The Senses Are Functional Prior to Birth 99

### 3.2 Social Development 101

- 3.2a Attachment Is a Basic Need 102
- 3.2b Parental Responsiveness, Initial Temperament, and Culture Shape Attachment Style 104
- 3.2c Children Can Handle Parental Separation under Certain Conditions 105
- 3.2d Self-Concept Is the Primary Social Achievement of Childhood 107
- 3.2e Children Learn the "Right Way" to Think about Gender 112
- 3.2f Erikson Developed a Stage Model of Social Development 114

### 3.3 Cognitive Development 117

- 3.3a Piaget's Theory of Cognitive Development Has Four Distinct Stages 117
- 3.3b Some of Piaget's Conclusions about Children's Mental Capabilities Are Incorrect 122
- 3.3c Vygotsky's Theory of Cognitive Development Stresses Instruction and Guidance 123
- 3.3d There Are Age-Related Differences in How Information Is Organized and Manipulated 124
- 3.3e Children Differ in Their Ability to Exercise Self-Control 125

### 3.4 Moral Development 126

- 3.4a Kohlberg Identified Three Levels of Moral Development 126

- 3.4b Culture Shapes Moral Reasoning 128

### 3.5 Adolescence and Emerging Adulthood 129

- 3.5a Adolescence Is a Relatively Recent Life Stage 129
- 3.5b Puberty Signals Important Physical Changes and New Neural Wiring 131
- 3.5c Some Teenagers Experience Heightened Self-Consciousness 132
- 3.5d Ethnic Identity Development Can Short-Circuit Negative Effects of Prejudice 133
- 3.5e Emerging Adulthood Allows for the Exploration of Possibilities 134
- 3.5f There Are Some Gender Differences in Same-Sex Friendships 135
- 3.5g Other-Sex Friendships Often Mirror Brother-Sister Relationships 136

### 3.6 Adulthood 138

- 3.6a Parenting and Job Responsibilities Can Conflict 138
- 3.6b Most Adults Do Not Experience a Midlife Crisis 140
- 3.6c The Body Begins a Slow Process of Physical Decline after Early Adulthood 141
- 3.6d Certain Intellectual Abilities Increase While Others Decrease as We Age 143
- 3.6e People Differ in How They Cope with Dying 145

**Psychological Applications:** *Using Effective Tutoring Strategies to Facilitate Cognitive Development* 147

**Suggested Websites** 149

**Key Terms** 149

**Review Questions** 150



## Chapter 4

# Sensation and Perception 153

### 4.1 Basic Principles of Sensation 155

- 4.1a Our Sensory Receptors Convert Energy from Stimuli into Neural Impulses 156
- 4.1b Our Senses Vary in Their Sensitivity Thresholds 156

- 4.1c Our Sensory Receptors Adapt to Unchanging Stimuli 158

### 4.2 Vision 159

- 4.2a We See Only a Narrow Band of Electromagnetic Radiation 159
- 4.2b Light Passes Through the Cornea, Pupil, and Lens Before Focusing on the Retina 160
- 4.2c Visual Information Is Transmitted to Both Brain Hemispheres 163
- 4.2d Colors Are Created in Our Visual System 165
- 4.2e Both Trichromatic Theory and Opponent-Process Theory Explain Color Vision 165

### 4.3 Hearing 169

- 4.3a Sound Waves Are the Stimuli for Hearing 169
- 4.3b The Auditory System Consists of the Outer Ear, Middle Ear, and Inner Ear 171
- 4.3c Different Theories Explain Different Aspects of Pitch Perception 173
- 4.3d There Are Two General Types of Hearing Impairment 174

### 4.4 Your Other Senses 176

- 4.4a Smell and Taste Represent “Far” and “Near” Chemical Senses 176
- 4.4b Touch Is Determined by the Skin Senses—Pressure, Temperature, and Pain 180
- 4.4c The Proprioceptive Senses Detect Body Movement and Location 184

### 4.5 Perception 185

- 4.5a Sensory Stimuli Are Organized into a Gestalt 185
- 4.5b Perceptual Sets Shape Interpretations of Sensory Stimuli 191
- 4.5c Inattention Can Cause Us to Not Perceive a Highly Visible Object 192
- 4.5d Perceptual Illusions Represent a Misperception of Physical Reality 194
- 4.5e Certain Aspects of Perception Are Innate, and Others Are Learned 199

**Psychological Applications:** *Can You Improve Your Memory and Self-Esteem Using Subliminal Perception?* 202

**Suggested Websites** 204

**Key Terms** 204

**Review Questions** 205



## Chapter 5

### Consciousness 209

#### 5.1 The Nature of Consciousness 210

- 5.1a Consciousness Is Subjective, Selective, Divided, Continuous, Changing, and Consists of Many Levels 210
- 5.1b Consciousness May Provide Us with Survival Advantages 214

#### 5.2 Sleep 215

- 5.2a Daily Body Rhythms Regulate Our Activities 215
- 5.2b There Are Distinct Stages of Sleep 218
- 5.2c Sleep Habits Vary Individually, Culturally, and Historically 222
- 5.2d Dreaming Often Occurs During REM Sleep 224
- 5.2e No Consensus Exists on the Cause or Meaning of Dreams 227

#### 5.3 Other Altered States of Consciousness 231

- 5.3a Hypnosis Has Been Practiced for Thousands of Years 231
- 5.3b Some Psychologists Doubt That Hypnosis Is an Altered State 233
- 5.3c Meditation Provides Relaxation and Reduces Arousal 234
- 5.3d Psychoactive Drug Use Can Lead to Dependence 235
- 5.3e Depressants Slow Bodily Functions and Induce Relaxation 237
- 5.3f Stimulants Speed Up Bodily Functions 240
- 5.3g Hallucinogens Induce Profoundly Altered States 243
- 5.3h Biological and Sociocultural Factors Influence Drug Use 246

**Psychological Applications:** *How Can You Deal with Sleep Disorders?* 249

**Suggested Websites** 252

**Key Terms** 252

**Review Questions** 253



## Chapter 6

### Learning 257

#### 6.1 Classical Conditioning 258

- 6.1a Pavlov Stumbled upon Classical Conditioning 259
- 6.1b Classical Conditioning Helps Animals Learn to Predict Events 262
- 6.1c Other Stimuli Can Produce the Conditioned Response 265
- 6.1d Animals Differ in What Responses Can Be Classically Conditioned 267

#### 6.2 Operant Conditioning 271

- 6.2a Operant Behavior Is Controlled by Consequences 271
- 6.2b A Reinforcer Increases the Probability of Behavior 272
- 6.2c Punishment Decreases the Probability of Behavior 274
- 6.2d Different Reinforcement Schedules Lead to Different Learning 275
- 6.2e Accidental Reinforcement Can Cause Superstitious Behavior 278
- 6.2f Shaping Reinforces Closer Approximations to Desired Behavior 279
- 6.2g Operant Conditioning Theory Overlooks Genetic and Cognitive Influences 280

#### 6.3 Observational Learning 284

- 6.3a Learning Often Occurs by Observing Others' Behavior 284
- 6.3b Mirror Neurons Play a Role in Observational Learning 285
- 6.3c We Often Learn Aggressive Behavior Through Observation 286
- 6.3d Positive Social Modeling Weakens the Influence of Aggressive Models 288

**Psychological Applications:** *Learning How to Exercise Self-Control in Your Academic and Personal Life* 290

**Suggested Websites** 292

**Key Terms** 292

**Review Questions** 293



## Chapter 7

### Memory 297

#### 7.1 The Nature of Memory 299

- 7.1a The Computer's Information Processing System Has Been a Useful Model for Human Memory 299
- 7.1b Sensory Memory Preserves Detailed Sensory Information for a Few Moments 302
- 7.1c Short-Term Memory Is Conceived of as a "Working Memory" System 304
- 7.1d There Are Two Types of Memory Rehearsal 307

#### 7.2 What Constitutes Long-Term Memory? 309

- 7.2a Long-Term Memories Can Be Explicit or Implicit 309
- 7.2b Some Information in Long-Term Memory Is Organized into Networks 312
- 7.2c Information in Long-Term Memory Can Be Organized Around Schemas 315
- 7.2d Information in Long-Term Memory Is Encoded at Deeper or Shallower Levels 316
- 7.2e Memory May Involve Parallel Processing of Neural Units 318

#### 7.3 How Do We Retrieve Information from Memory? 319

- 7.3a Memory Retrieval Varies in Difficulty 320
- 7.3b Retrieval Cues Help Trigger Recall of Stored Memories 322
- 7.3c Source Confusion Can Create Memory Illusions 323
- 7.3d Memories Are Often Sketchy Reconstructions of the Past 324

#### 7.4 How Does Forgetting Occur? 326

- 7.4a Most Forgetting Occurs Soon after Learning 327
- 7.4b Forgetting Often Occurs Due to Interference 328
- 7.4c Absent-mindedness Is a Common Cause of Forgetting 329

- 7.4d We Are Sometimes Motivated to Forget 330

#### 7.5 What Is the Biological Basis for Memories? 332

- 7.5a Long-Term Potentiation May Be the Neural Basis for Memory 332
- 7.5b Several Brain Regions Are Involved in Memory Formation and Storage 333

**Psychological Applications:** *Improving Everyday Memory* 336

**Suggested Websites** 340

**Key Terms** 340

**Review Questions** 341



## Chapter 8

### Language, Thinking, and Intelligence 345

#### 8.1 Language 346

- 8.1a Language Evolution Had Social and Cognitive Advantages 347
- 8.1b Language Capabilities May Not Be Unique to Humans 349
- 8.1c Infants Appear to Be Born Prepared to Learn Language 350
- 8.1d Language Development Occurs in Distinct Stages 352
- 8.1e Language Can Influence Thought 354

#### 8.2 Thinking 357

- 8.2a Concept Formation Is a Basic Element of Cognition 357
- 8.2b We Employ a Number of Problem-Solving Strategies 359
- 8.2c Internal Obstacles Can Impede Problem-Solving 360
- 8.2d Decision-Making Heuristics Often Sidetrack Everyday Cognition 363
- 8.2e The Representativeness Heuristic 363

#### 8.3 Intelligence and Intelligence Testing 366

- 8.3a Early Intelligence Testing Was Shaped by Racial and Cultural Stereotypes 367



- 8.3b Modern Tests of Mental Abilities Measure Either Aptitude or Achievement 368
- 8.3c Psychological Tests Must Be Standardized, Reliable, and Valid 371
- 8.3d Intelligence Encompasses Either a General Ability or Several Distinct Abilities 376

#### 8.4 Neurological, Hereditary, and Environmental Influences on Intelligence 382

- 8.4a People Appear to Differ in Their Neural Complexity, Quickness, and Efficiency 382
- 8.4b Twin and Adoption Studies Indicate That Both Genes and Environment Influence Intelligence 386
- 8.4c There Are Group Differences in IQ Scores 388
- 8.4d Cultural and Social Psychological Factors May Explain Group IQ Differences 392
- 8.4e Intellectual Ability Is Shaped by Self-Fulfilling Prophecies 396

**Psychological Applications:** *How Can You “Create” a Creative Environment?* 399

**Suggested Websites** 403

**Key Terms** 403

**Review Questions** 404



## Chapter 9

### Motivation 409

#### 9.1 The Motivational Process 410

- 9.1a Genes May Shape Our Motivation 410
- 9.1b We Are Sometimes Motivated to Reduce Arousal 411
- 9.1c We Are Sometimes Motivated to Maintain an Optimal Level of Arousal 412
- 9.1d Incentive Theory Examines How External Factors Motivate Behavior 413
- 9.1e Maslow Proposed That Needs Are Organized in a Hierarchy 415

#### 9.2 Hunger and Eating 417

- 9.2a Various Biological Mechanisms Control Hunger and Eating 417

- 9.2b Our Environment Also Controls Hunger and Eating 419
- 9.2c The Body May Be “Set” to Maintain Weight Within a Limited Range 420
- 9.2d Obesity Causes Numerous Health Problems 421
- 9.2e Cultural Thinness Standards Are Related to a Host of Social Problems 424

#### 9.3 Sexual Motivation 428

- 9.3a Men Desire More Sexual Behaviors Than Do Women 428
- 9.3b Gender May Impact the Experience of Romantic Love 432
- 9.3c The Sexual Response Cycle Is Similar in Men and Women 434
- 9.3d Sexual Orientation Is a Continuum 435
- 9.3e Biology Plays a Substantial Role in Determining Sexual Orientation 438

#### 9.4 Belongingness and Achievement Motivation 440

- 9.4a People Differ in Their Need to Seek the Company of Others 440
- 9.4b Individuals Differ in Their Need for Achievement 443
- 9.4c Certain Strategies Can Increase Achievement Motivation 445

**Psychological Applications:** *What Inhibits Condom Use among College Students?* 446

**Suggested Websites** 447

**Key Terms** 447

**Review Questions** 448



## Chapter 10

### Personality 451

#### 10.1 The Nature of Personality 452

- 10.1a Consistency and Distinctiveness Define Personality 453
- 10.1b Culture and Evolutionary Processes Shape Personality 453

**10.2 The Psychoanalytic Perspective 454**

- 10.2a Psychoanalytic Theory Asserts That the Unconscious Controls Behavior 455
- 10.2b Freud Divided Personality into the Id, the Ego, and the Superego 457
- 10.2c Personality Development Occurs in Psychosexual Stages 458
- 10.2d Defense Mechanisms Reduce or Redirect Unconsciously Caused Anxiety 460
- 10.2e There Are Many Variations of Psychoanalytic Theory 462

**10.3 The Humanistic Perspective 465**

- 10.3a Rogers's Person-Centered Theory Emphasizes Self-Realization 466
- 10.3b Maslow's Self-Actualization Theory Stresses Maximizing Potential 466
- 10.3c The Humanistic Perspective Has Been Criticized as Being Overly Optimistic 467

**10.4 The Trait Perspective 467**

- 10.4a Trait Theories Describe Basic Personality Dimensions 468
- 10.4b Factor Analysis Is Used to Identify Personality Traits 469
- 10.4c The Five-Factor Model Specifies Five Basic Personality Traits 470
- 10.4d Positive Psychologists Identify Personality Traits That Are Character Strengths 474
- 10.4e Critics Challenge Whether Traits Reliably Predict Behavior 476

**10.5 The Social Cognitive Perspective 478**

- 10.5a Personality Is Shaped by Interactions among People's Cognitions, Behavior, and Environment 479
- 10.5b Life Experiences Foster Beliefs about Either Control or Helplessness 480
- 10.5c Social Cognitive Psychologists Have Extensively Studied the Self 481
- 10.5d The Social Cognitive Perspective Has Difficulty Explaining Nonrational Behavior 482

**10.6 Measuring Personality 483**

- 10.6a Projective Tests Measure Unconscious Motives 483
- 10.6b Objective Tests Measure Conscious Thoughts, Feelings, and Behavior 486

**10.7 Neurological and Genetic Determinants of Personality 488**

- 10.7a Personality Is Shaped by Nervous System Arousal and Specific Brain Activity 489
- 10.7b Both Genetic and Environmental Factors Shape Personality 491

**Psychological Applications:** *Do You Have a Chameleon-Like Personality?* 492

**Suggested Websites** 495

**Key Terms** 495

**Review Questions** 496

**Chapter 11****Psychological Disorders 499****11.1 How Should We Define and Explain Psychological Disorders? 500**

- 11.1a The Medical Model Proposes That Psychological Disorders Are Like Diseases 501
- 11.1b Psychological Disorders Involve Atypical Behavior That Causes Personal Distress or Social Impairment 501
- 11.1c Psychologists Rely on Different Theories to Explain Mental Illness 503
- 11.1d Using Diagnostic Labels Has Both Risks and Benefits 506

**11.2 The Major Classes of Disorders Identified by the DSM-5 509**

- 11.2a Anxiety Disorders Are Characterized by Distressing, Persistent Anxiety 509
- 11.2b Obsessive-Compulsive and Related Disorders Involve Distressing Thoughts and Strong Urges 513
- 11.2c Trauma- and Stressor-Related Disorders Involve Difficulties Caused by Adverse Life Events 516
- 11.2d Dissociative Disorders Involve a Loss of Contact with Portions of One's Consciousness or Memory 518
- 11.2e Depressive and Bipolar Disorders Are Characterized by Emotional Extremes 520



- 11.2f Schizophrenia Involves Disturbances in Almost All Areas of Psychological Functioning 528
- 11.2g Personality Disorders Involve Significant Impairments in Personality Functioning 532

**Psychological Applications:** *Some Important Facts about Suicide* 536

**Suggested Websites** 538

**Key Terms** 538

**Review Questions** 539



## Chapter 12

### Therapy 543

#### 12.1 Who Offers Therapies for Psychological Disorders? 544

- 12.1a There Are Both Psychological and Biomedical Therapies 545
- 12.1b Three Primary Mental Health Professions Provide Therapy 545
- 12.1c Most Therapy Is Offered Through a Managed Care System 546

#### 12.2 Psychodynamic Therapies 546

- 12.2a Psychoanalysis Laid the Groundwork for Psychodynamic Therapies 547
- 12.2b Free Association Is the Primary Psychodynamic Technique 547
- 12.2c Psychodynamic Therapy Is Lengthy and Expensive 548

#### 12.3 Behavior Therapies 549

- 12.3a Some Behavior Therapies Rely upon Classical Conditioning 549
- 12.3b Operant Conditioning Is Used in Token Economies 552
- 12.3c Observational Learning Is Used in Modeling and Social Skills Training 552

#### 12.4 Cognitive Therapies 554

- 12.4a Rational-Emotive Behavior Therapy Confronts Clients' Irrational Assumptions 554

- 12.4b Cognitive-Behavior Therapy Focuses on Emotional Problems 555
- 12.4c Acceptance and Commitment Therapy Focuses on Accepting Life's Difficulties 556

#### 12.5 Humanistic Therapies 556

- 12.5a Client-Centered Therapy Focuses on Clients' Conscious Self-Perceptions 557
- 12.5b Gestalt Therapy Encourages Clients to Get in Touch with Their Feelings 559

#### 12.6 Other Forms of Psychotherapy 560

- 12.6a Child Therapies Use Techniques Designed for Younger Minds 560
- 12.6b Group Therapy Involves Clients Discussing, Collectively, Their Problems with a Therapist 561
- 12.6c Family and Couples Therapies Try to Change Dysfunctional Interaction Patterns 562
- 12.6d The COVID-19 Pandemic Dramatically Increased Online Therapy 563

#### 12.7 Biomedical Therapies 564

- 12.7a Antipsychotic Drugs Affect Dopamine Neurotransmitters 564
- 12.7b Antidepressant Drugs Affect Serotonin and Norepinephrine Neurotransmitters 565
- 12.7c Antianxiety Drugs Are the Most Widely Used Legal Drugs 566
- 12.7d Electroconvulsive Therapy Is Sometimes Used to Treat Depression 567
- 12.7e Psychosurgery Removes Portions of the Brain 568
- 12.7f Electrodes Implanted in the Brain Provide Deep Brain Stimulation 568

**Psychological Applications:** *How Do You Select a Psychotherapist?* 570

**Suggested Websites** 572

**Key Terms** 572

**Review Questions** 572



## Chapter 13

### Emotion, Stress, and Health 577

#### 13.1 Emotion 578

- 13.1a Emotions Facilitate Survival 578
- 13.1b Emotions Result in Bodily Responses 581
- 13.1c Two Theories Dispute Whether Physiological Responses Precede Emotions 582
- 13.1d Monitoring Emotional Arousal Has Been Used to Detect Lying 584
- 13.1e Specific Brain Regions Coordinate Emotional Responses 586
- 13.1f The Two-Factor Theory Emphasizes the Role of Cognition in Emotions 589

#### 13.2 What Causes and What Moderates Stress? 591

- 13.2a Stressors Can Be Positive or Negative, as Well as Large or Small 592
- 13.2b Marginalized Groups Experience Stressors Due to Societal Discrimination 595
- 13.2c Selye Viewed Stress as a Specific Set of Responses to Demands 596
- 13.2d “Fight or Flight” Is Not the Only Stress Response 598
- 13.2e Psychophysiological Illnesses Are Stress Related 600
- 13.2f Cognitive Appraisal Is an Important Part of the Stress Response 603
- 13.2g Predictability and Control Can Moderate the Stress Response 605
- 13.2h Hostile and Pessimistic People Are Very Reactive to Stressors 607

#### 13.3 What Promotes Health and Happiness? 611

- 13.3a Aerobic Exercise Can Increase Both Physical and Mental Health 612
- 13.3b Relaxation Training Is Effective in Reducing Stress and Improving Health 612
- 13.3c Social Support Has Therapeutic Effects 614

- 13.3d Religion and Spirituality Can Positively Influence Health and Longevity 616
- 13.3e Genetics and Culture Both Influence Happiness 617

**Psychological Applications:** *How Can You Manage Your Emotions and Control Test Anxiety?* 623

**Suggested Websites** 625

**Key Terms** 625

**Review Questions** 625



## Chapter 14

### Understanding Social Behavior 629

#### 14.1 Attitudes and Persuasion 630

- 14.1a Repeated Exposure and Conditioning Shape Attitudes 630
- 14.1b People Take One of Two Cognitive Persuasion Routes 631
- 14.1c Cognitive Dissonance Can Motivate Attitude Change 633

#### 14.2 Stereotypes, Prejudice, and Discrimination 635

- 14.2a Categorizing People into Groups Can Lead to Stereotyping 635
- 14.2b Negative Racial Stereotypes Can Quickly Trigger Deadly Actions 637
- 14.2c Sexist Beliefs Foster and Maintain Gender Inequality 639
- 14.2d Intergroup Competition Can Cause Prejudice 641
- 14.2e Many People Are Unaware of Their Own Prejudice 642
- 14.2f Prejudice Is a Habit That Can Be Broken 643

#### 14.3 Social Influence 645

- 14.3a Asch's Research Demonstrates the Power of Conformity Pressure 645
- 14.3b Compliance Involves Gentle Social Influence 647
- 14.3c Milgram Discovered That Destructive Obedience Is Common 649

14.3d Later Studies Replicated  
Milgram's Findings 650

#### **14.4 Hurting and Helping Others 652**

14.4a There Are Gender Differences in  
Styles of Aggression 652

14.4b Aggressive Impulses Can Be Modified  
by Higher-Order Thinking 654

14.4c Helping Others Is Largely a  
Learned Response 657

14.4d Deciding to Help Often Involves  
a Series of Decisions 658

14.4e Being Helpful Can Benefit Your  
Own Well-Being 661

#### **14.5 Interpersonal Attraction and Love 662**

14.5a Proximity and Similarity Often  
Lead to Attraction 662

14.5b Romantic Love Consists of Both Passionate  
and Companionate Love 663

14.5c Being Playful and Expressing Gratitude  
Fosters Relationship Satisfaction 666

**Psychological Applications:** *How Can the Internet  
Influence Voting?* 668

**Suggested Websites** 670

**Key Terms** 670

**Review Questions** 670

**Appendix:** *Journey of Discovery  
Questions and Possible Answers* 673

**Glossary** 683

**References** 703

**Name Index** 783

**Subject Index** 817

# List of Vignettes

---

## Exploring Culture & Diversity

- 1-1** Do Cultures Differ in How Members Relate to Their Groups? **12**
- 3-1** Are There Cultural Differences in What Determines Self-Esteem? **112**
- 4-1** Do Perceptual Illusions Differ Cross-Culturally? **194**
- 8-1** How Is Thinking Influenced by Generic Masculine Words? **355**
- 9-1** How Do Traditional Sexual Scripts Contribute to Sexual Assaults? **430**
- 9-2** What Is the Typical “Coming Out” Process in a Heterosexist Society? **438**
- 11-1** How Pervasive Is the Stigma Surrounding Mental Illness? **506**
- 12-1** Why Do Certain Minorities Underutilize Therapeutic Services? **558**
- 13-1** How Does Gender Shape the Expression of Emotion? **590**
- 13-2** Are There Gender-Based Social Support Differences in Romantic Relationships? **615**
- 14-1** Do Beliefs about Love and Marriage Differ across Cultures? **665**

## Self-Discovery Questionnaire

- 1-1** How Do Psychologists Measure Self-Consciousness and Self-Disclosure Tendencies? **24**
- 2-1** Do You and Your Friends Use Different Patterns of Brain Activity to Recognize One Another’s Faces? **71**
- 2-2** How Can You Keep Your Brain Healthy as You Age? **74**
- 3-1** Who Am I? **108**
- 3-2** Self-Esteem Scale **109**
- 4-1** Are You Color-Blind? **167**
- 4-2** Can You Use Psychology to Reduce Pain? **184**
- 5-1** Are You a Morning or a Night Person? **223**
- 5-2** Are You Getting Enough Sleep? **225**
- 5-3** How Can You Meditate? **236**
- 5-4** Are You Abusing a Drug? **237**
- 6-1** Can You Classically Condition Your Own Pupil Dilation and Eye Blinking? **261**
- 7-1** Testing Your Short-Term Memory Capacity **306**
- 7-2** Do You Rely on Your Implicit Memory When Typing? **311**
- 7-3** Are You an “April, August, December” Encoder? (I Doubt It.) **313**
- 8-1** Do We Differ in Our Need for Cognition? **365**
- 8-2** What Does It Mean to Be Emotionally Intelligent? **380**
- 9-1** What Is Your Level of Body Esteem? **425**
- 9-2** Rape Myth Acceptance Scale **431**
- 9-3** How Important Are Your Close Relationships in Defining You? **442**
- 10-1** Do You Have an Internal or an External Locus of Control? **480**
- 11-1** How Can You Change Negative Self-Talk? **522**
- 12-1** Can Imaginary Conversations Resolve Conflict? **560**
- 13-1** Is Your Right or Left Prefrontal Lobe More Active During Emotional Situations? **588**
- 13-2** The College of Undergraduate Stress Scale: What Is Your Degree of Life Stress? **594**
- 13-3** Do You Have a Type A Personality? **608**
- 13-4** Are You Typically an Optimist or a Pessimist? **611**
- 13-5** How Satisfied Are You with Your Life? **618**
- 14-1** Do You Have a Preference for Consistency? **635**
- 14-2** Can You Persuade Others to Comply with a “Reasonable” Request? **648**

