

Preface

If psychology is a science, then it should be presented as a science.

We live in an age in which science and technology have revolutionized the way we view the world, yet many students fail to realize that scientific methods can also be applied to the study of human behavior. While many students have no difficulty mastering numerous facts and principles, their behavior appears to be little changed by this experience. That is, there is little evidence that a first course in psychology has changed the way they interpret behavioral events. Perhaps this is because it is so difficult to remain objective about our behavior—and perhaps that is due, in part, to the ways in which texts present and support principles of psychology.

Throughout this text we have attempted to involve students actively in the discovery process by inviting them to question assumptions and to participate in the scientific process of supporting or refuting ideas. Although the text is rich with content, it endeavors to bring students, and their own behavior, closer to the scientific process of observation and control.

The major goals for this textbook are to demonstrate to students how the science of psychology has evolved and how it continues to develop. We wanted to create a textbook that engages students in the scientific process by asking stimulating questions and demonstrating how scientific research proceeds in order to answer them. In addition, we wanted to introduce students to several influential psychologists in order to show them how researchers think about important issues as well as to illustrate how controversy still surrounds much of this important discipline. These introductions are presented as dialogs between the author and influential researchers at the end of several chapters. We believe that it is important to show students how we know what we know by discussing principles of psychology in terms of the scientific context in which they are demonstrated. More importantly, we discuss the methods of research throughout the text as we present hundreds of classic and contemporary experiments in detail. There are more than 2000 references to published research in this text, much of it published since 2008. While we strive to present and interpret the most recent research available, we also discuss many older classic studies where they remain relevant.

Not all psychologists agree with a single approach to studying human behavior. Throughout this text behavioral phenomena are discussed from different and sometimes competing perspectives. In cases where the preponderance of evidence supports a particular perspective, we discuss the evidence for a stronger point of view. Psychology is a dynamic science and other disciplines are continually adding to and changing our understanding. This is particularly evident in the rapidly evolving neural and biological sciences. Throughout this text we present the most recent and compelling biological perspectives when they are relevant.

Special Features

What makes this text different from others that are also well grounded in current research is the way in which research is presented. Throughout each chapter we attempt to demonstrate how research evolves from simple questions about behavior, often by asking readers to think about how answers to questions might be found. Then we show how research, using a variety of methods, answers these questions. In some cases research does not lead to clear answers, and we discuss how to critically evaluate both sides of an issue. In many cases we discuss how both the questions and the research are influenced by individual personalities and the political climate of the time. Psychology, like any other science, is a dynamic, social process within which our knowledge continually changes.

Because psychology can be presented from different theoretical perspectives, we have included several end-of-chapter interviews with prominent psychologists to demonstrate these differences.

New to This Edition

The 5th edition of *Psychology: The Science of Behavior* is the most current introductory textbook available. It continues to present contrasting theoretical perspectives throughout while maintaining a strong scientific orientation to the study of psychology. For instance, while the text emphasizes a strong scientific perspective, it presents competing points of view on several of the most important topics including animal language, behavioral disorders and their treatment, and issues in social psychology. Some of the most noticeable changes to the 5th edition include the following:

- the addition of new sections on evolutionary and cultural psychology to Chapter 1
- changes to discussions of psychological research to be consistent with the 6th edition of the APA publication manual and elaborations on the use of institutional review board and animal welfare committees on university campuses in Chapter 2
- expanded discussion of addiction, tolerance, and dependence in Chapter 3
- coverage of the role of dopamine in taste preferences and discussion of stereograms in Chapter 4
- added coverage of the neurobiology of consciousness and the role of melatonin in sleep to Chapter 5
- expanded discussion of conditioned immunosuppression in Chapter 6
- updates to ongoing memory research surrounding 9/11 in Chapter 7
- discussion of new research on cognitive dissonance and lifestyles in Chapter 8

- expanded coverage of the neurobiology of emotion and Type D personality in Chapter 9
- enhanced discussion of universal grammar and animal language in Chapter 10
- new sections on epigenetics and the effects of alcohol on development in Chapter 11
- expanded coverage of Freud's personality structures and new section on Karen Horney's neurotic needs in Chapter 14
- completely revised classifications of behavioral disorders to correspond with anticipated changes in *DSM-5* throughout Chapter 15
- expanded coverage of magnetic seizure therapy, deep brain stimulation, and psychoactive drugs in Chapter 16
- new sections on groupthink and impression management in Chapter 17.

In addition to the chapter changes in this version there are several hundred citations that were published between 2008 and 2012. These enhancements help to ensure a textbook that will provide the most current introduction to the science of psychology and behavior.

Instructor Supplements

A complete teaching package is available for instructors who adopt this book. This package includes an **online lab**, **instructor's manual**, **test bank**, **course management software**, and **PowerPoint™ slides**.

BVTLab	An online lab is available for this textbook at www.BVTLab.com , as described in the <i>BVTLab</i> section below.
Homework Grading System	Whether or not a class is being taught in the lab, instructors can take advantage of the <i>BVTLab</i> Homework Grading System for all class assignments.
Instructor's Manual	A comprehensive manual provides chapter overviews, key terms and definitions, learning objectives, lecture suggestions, discussion questions, and in-class activities.
Test Bank	An extensive test bank is available to instructors in both hard copy and electronic form. Each chapter has 120 to 150 multiple choice questions ranked by difficulty and style, as well as 20 written-answer questions. Each question is referenced to the appropriate section of the text to make test creation quick and easy.
Course Management Software	BVT's course management software, Respondus, allows for the creation of tests and quizzes that can be downloaded directly into a wide variety of course management environments such as Blackboard, Web CT, Desire2Learn, ANGEL, E-Learning, eCollege, Canvas, Moodle, and others.
PowerPoint Slides	A set of PowerPoint slides includes about 30 slides per chapter, comprising a chapter overview, learning objectives, slides covering all key topics, key figures and charts, as well as summary and conclusion slides.

Student Resources

Student resources are available for this textbook at www.BVTLab.com. These resources are geared towards students needing additional assistance as well as those seeking complete mastery of the content. The following resources are available:

Practice Quiz Questions	Students can work through hundreds of practice questions online. Questions are multiple choice or true/false format and are graded instantly for immediate feedback.
Flashcards	For each chapter, we offer a set of flashcards that reinforces the key terms and concepts from the textbook.
Chapter Summaries	A convenient and concise chapter summary is available as a study aid for each chapter.
Study Guide	A thorough and practical student study guide includes chapter overviews, key terms, learning objectives, multiple choice and true/false practice questions, as well as discussion questions. The study guide is available in both printed and online (printable) form.
PowerPoint Slides	All instructor PowerPoints are available for convenient lecture preparation and for students to view online for a study recap.

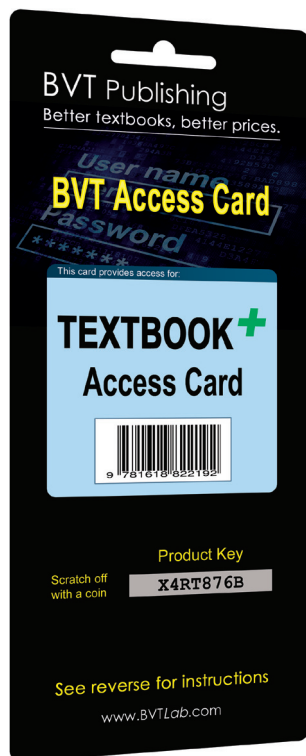
BVTLab and Student Study Center

BVTLab includes an online classroom with grade book and chat room, a homework grading system, extensive test banks for quizzes and exams, and a host of student study resources.

Course Setup	BVTLab has an easy-to-use, intuitive interface that allows instructors to quickly set up their courses and grade books, and to replicate them from section to section and semester to semester.
Grade Book	Using an assigned passcode, students register themselves into the grade book; and all homework, quizzes, and tests are automatically graded and recorded.
Chat Room	Instructors can post discussion threads to a class forum and then monitor and moderate student replies.
Student Study Center	All student resources for this textbook are available in BVTLab's Student Study Center.
eBook	A web-based eBook is available within the lab for easy reference during online classes, homework, and study sessions.

Even if a class is not taught in the lab, students are encouraged to use the resources available in the Student Study Center.

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eBook	An online eBook is included for convenience while doing homework and study. This eBook can be printed (some restrictions apply). An advanced, downloadable eBook is also available.
BVTLab	Complete access to all features of the lab, for both instructor and student, is included in TEXTBOOK+ . Instructors can pick and choose what features of the lab they wish to use.
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Customization

BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of 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, etc.
- Incorporation of student worksheets into the textbook

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