Table of Contents

List of Vignettes xiv
Preface xvi
About the Author xx
Supplements and Resources xx

Chapter One

Psychology as a Science

1.1 What Is Psychology?

- 1.1a Psychology Is the Scientific Study of Mental Processes and Behavior. 3
- 1.1b Early Pioneers Established Paths for Later Discoveries.
- 1.1c Women and Ethnic Minorities FacedDiscrimination as Pioneers in Psychology. 5

1.2 Contemporary Perspectives and Areas of Specialization 7

- 1.2a The Psychoanalytic and Behaviorist Perspectives Still Influence Theory and Research. 7
- 1.2b Humanistic Psychology and Positive PsychologyHighlight Personal Growth. 8
- 1.2c Cognitive Psychology Focuses on How the MindOrganizes and Interprets Experiences. 8
- 1.2d The Neuroscience Perspective Focuses on the Nervous System. 9
- 1.2e Evolutionary Psychology Studies How BehaviorIs 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. 14

1.3 Scientific Methods in Psychology 16

- 1.3a Scientific Methods Minimize Error and Lead to Dependable Generalizations. 16
- 1.3b The Research Process Unfolds in a Series of Stages. 17
- 1.3c Description Is the Goal of Observational Research. 22
- 1.3d Correlational Research Is Used to Analyze the Nature of the Relationship Between Variables. 24

1.3e Experimental
Research
Determines
Cause-Effect
Relationships. 28
1.3f There Are No
"Final Truths" in
Science. 31



Psychological

Applications: How Can You Develop Critical Thinking Skills? 33

Suggested Websites 34 Key Terms 35 Review Questions 35

Chapter Two

Neurological and Genetic Bases of Behavior 39

2.1 The Neuron 41

- 2.1a Neurons Are the Nervous System's Building Blocks. 41
- 2.1b A Neuron Consists of a Soma, Dendrites, and an Axon. 41
- 2.1c A Neuron Is in Either a Resting or a Firing State. 43
- 2.1d Neurons Communicate with One Another by Releasing Chemicals. 45

2.2 Neural and Hormonal Systems 48

- 2.2a The Peripheral Nervous System Connects the Brain and Spinal Cord with Body Organs and Tissues. 49
- 2.2b The Spinal Cord Connects the PeripheralNervous System to the Brain. 50
- 2.2c The Endocrine System Communicates by Secreting Hormones.52

2.3 The Brain 55

- 2.3a Modern Technology Measures the Brain's Electrical Activity, Structure, Blood Flow, and Chemistry. 55
- 2.3b Three Major Brain Regions Are the Hindbrain, Midbrain, and Forebrain. 58
- 2.3c The Cerebral Cortex Is the Crowning Achievement of Human Evolution. 61
- 2.3d The Cerebral Cortex Consists of Specialized Regions, or Lobes. 63
- 2.3e The Right and Left Cerebral Hemispheres Function Differently. 65
- 2.3f There May Be Sex Differences in Hemispheric Organization. 68
- 2.3g Left-Brain and Right-Brain Descriptors of People Are Too Simplistic. 70
- 2.3h The Brain Can Alter Its Neural Connections. 71

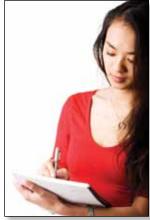
2.4 Genetic Influences on Behavior 74

- 2.4a The Basic Biochemical Unit of Inheritance Is the Gene. 74
- 2.4b Both Heredity and Environment Can Influence Physical and Behavioral Traits. 76
- 2.4c Molecular Genetics Seeks to Identify Specific Genes That Influence Behavior. 77
- 2.4d Controversies Surround Genetic Explanations of Certain Sex and Race Differences. 78

Psychological

Applications: If You Are Left-Handed, Is Your Brain Organized Differently from That of a Right-Hander? 82

Suggested Websites 84 Key Terms 84 Review Questions



Chapter Three Human Development

3.1 Physical and Prenatal Development

3.1a Prenatal Development Occurs in Three Stages. 90

- 3.1b The Fetus Can Be Harmed by Parental and Environmental Factors. 91
- 3.1c Neurons in an Infant's Brain Compete for Survival. 93
- 3.1d Physical Growth and Motor Development Occur Hand in Hand. 95

3.2 Social Development

- 3.2a Attachment Is a Basic Need. 99
- 3.2b Parental Responsiveness, Initial Temperament, and Culture Shape Attachment Style. 101
- 3.2c Children Can Handle Parental Separation Under Certain Conditions. 103
- 3.2d Self-Concept Is the Primary Social Achievement of Childhood. 104
- 3.2e Children Learn the "Right Way" to Think about Gender. 109
- 3.2f Erikson Developed a Stage Model of Social Development. 111

3.3 Cognitive Development 113

- 3.3a Piaget's Theory of Cognitive Development Has Four Distinct Stages. 114
- 3.3b Some of Piaget's Conclusions About Children's Mental Capabilities Are Incorrect. 118
- 3.3c Vygotsky's Theory of Cognitive Development Stresses Instruction and Guidance. 119
- 3.3d The Information-Processing Approach Examines Age-Related Differences in How Information Is Organized and Manipulated. 120

3.4 Moral Development 121

- 3.4a Kohlberg Identified Three Levels of Moral Development. 122
- 3.4b Culture Shapes Moral Reasoning.

3.5 Adolescence and Emerging Adulthood 125

- 3.5a Adolescence Is a Bridge Between Childhood and Adulthood. 125
- 3.5b Puberty Signals Important Physical Changes and New Neural Wiring. 126
- 3.5c Some Teenagers Experience Heightened Self-Consciousness. 128
- 3.5d Ethnic Identity Development Often Occurs During Adolescence. 129

3.6 Adulthood 130

- 3.6a Friendship Is an Important Emotional Bond Throughout Life. 130
- 3.6b Parenting and Job Responsibilities Can Conflict. 132

- 3.6c Most Adults Do Not Experience a Midlife Crisis. 133
- 3.6d The Body Begins a Slow Process of Physical Decline After Early Adulthood. 133
- 3.6e Certain Intellectual Abilities Increase While Others Decrease as We Age. 136
- 3.6f People Differ in How They Cope with

Dying. 137

Psychological Applications:

Using Effective Tutoring Strategies to Facilitate Cognitive Development 140

Suggested Websites 141 Key Terms 141 Review Questions 142



Chapter Four

Sensation and Perception 145

4.1 Basic Principles of Sensation 147

- 4.1a Our Sensory Receptors Convert Energy from Stimuli into Neural Impulses. 147
- 4.1b Our Senses Vary in Their Sensitivity
 Thresholds 148
- 4.1c Our Sensory Receptors Adapt to Unchanging Stimuli. 150

4.2 Vision 151

- 4.2a We See Only a Narrow Band of Electromagnetic Radiation. 151
- 4.2b Light Passes Through the Cornea, Pupil, and Lens Before Focusing on the Retina. 152
- 4.2c Visual Information Is Transmitted to Both Brain Hemispheres. 155
- 4.2d Colors Are Created in Our Visual System. 156
- 4.2e Both Trichromatic Theory andOpponent-Process Theory Explain ColorVision. 157

4.3 Hearing 161

- 4.3a Sound Waves Are the Stimuli for Hearing. 16
- 4.3b The Auditory System Consists of the Outer Ear, Middle Ear, and Inner Ear. 163
- 4.3c Different Theories Explain Different Aspects of Pitch Perception. 164

4.3d There Are Two General Types of Hearing Impairment. 165

4.4 Your Other Senses 167

- 4.4a Smell and Taste Represent "Far" and "Near" Chemical Senses. 167
- 4.4b Touch Is Determined by the Skin Senses— Pressure, Temperature, and Pain. 171
- 4.4c The Proprioceptive Senses Detect Body Movement and Location. 174

4.5 Perception 176

- 4.5a Sensory Stimuli Are Organized into a Gestalt. 176
- 4.5b Perceptual Sets Shape Interpretations of Sensory Stimuli. 182
- 4.5c Perceptual Illusions Represent a Misperception of Physical Reality. 183
- 4.5d Certain Aspects of Perception Are Innate, and Others Are Learned. 189
- 4.5e There Is Little Scientific Evidence for Extrasensory Perception. 190

Psychological Applications: Can You Improve Your Memory and Self-Esteem Through Subliminal Persuasion? 193

Suggested Websites 194 Key Terms 194 Review Questions 195

Chapter Five

Consciousness 199

5.1 The Nature of Consciousness 200

- 5.1a Consciousness Is Subjective, Selective, Divided, Continuous, Changing, and Consists of Many Levels. 200
- 5.1b Consciousness May Provide Us with Survival Advantages. 204

5.2 Sleep 205

- 5.2a Daily Body Rhythms Regulate Our Activities. 205
- 5.2b There Are Distinct Stages of Sleep. 208
- 5.2c Sleep Habits Vary Individually and Culturally. 211
- 5.2d Dreaming Often Occurs During REM Sleep. 213

5.2e No Consens	sus Exists	on the	Cause	or Meanir	ıg
of Dreams.	213				

5.3 Other Altered States of Consciousness 217

- 5.3a Hypnosis Has Been Practiced for Thousands of Years. 217
- 5.3b Some Psychologists Doubt that Hypnosis Is an Altered State. 219
- 5.3c Meditation Provides Relaxation and Reduces Arousal. 220
- 5.3d Psychoactive Drug Use Can Lead to Dependence. 221
- 5.3e Depressants Slow Bodily Functions and Induce Relaxation. 222
- 5.3f Stimulants Speed Up Bodily Functions. 225
- 5.3g Hallucinogens Induce Profoundly Altered States. 228
- 5.3h Biological and Sociocultural Factors Influence Drug Use. 231

Psychological Applications: How Can You Deal with Sleep Disorders? 234

Suggested Websites 236

Key Terms 236

Review Questions 236

Chapter Six

Learning 241

6.1 Classical Conditioning 242

- 6.1a Pavlov Stumbled upon Classical Conditioning. 242
- 6.1b Classical Conditioning Helps Animals Learn to Predict Events. 246
- 6.1c Other Stimuli Can Produce the Conditioned Response. 249
- 6.1d Animals Differ in What Responses Can Be Classically Conditioned. 251

6.2 Operant Conditioning 255

- 6.2a Operant Behavior Is Controlled by Consequences. 255
- 6.2b A Reinforcer Increases the Probability of Behavior. 257
- 6.2c Punishment Decreases the Probability of Behavior. 259
- 6.2d Different Reinforcement Schedules Lead to Different Learning.

- 6.2e Accidental Reinforcement Can Cause Superstitious Behavior. 262
- 6.2f Shaping Reinforces Closer Approximations to Desired Behavior. 264
- 6.2g Skinner Overlooked Genetic Predispositions and Cognitive Processes. 265

6.3 Observational Learning 268

- 6.3a Learning Often Occurs by Observing Others' Behavior. 269
- 6.3b Mirror Neurons Play a Role in Observational Learning. 270
- 6.3c We Often Learn Aggressive Behavior Through Observation. 270
- 6.3d Positive Social Modeling Can Counteract the

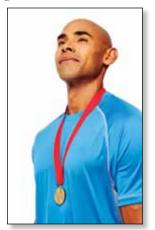
Negative Influence of Aggressive Models. 273

Psychological Applications:

Learning How to **Exercise Self-Control** in Your Academic and Personal Life 275

Suggested Websites 276 Key Terms 276

Review Questions



Chapter Seven

Memory 281

7.1 The Nature of Memory 283

- 7.1a The Computer's Information-Processing System Has Been a Useful Model for Human Memory. 283
- 7.1b Sensory Memory Preserves Detailed Sensory Information for a Few Moments. 286
- 7.1c Short-Term Memory Is Conceived of as a "Working Memory" System. 288
- 7.1d We Often Encode Information into Long-Term Memory Using Elaborative Rehearsal. 290

7.2 What Constitutes Long-Term Memory?

- 7.2a Long-Term Memories Can Be Explicit or Implicit. 293
- 7.2b Some Information in Long-Term Memory Is Organized into Networks.

- 7.2c Information in Long-Term Memory Can Be Organized Around Schemas. 301
- 7.2d Memory May Involve Parallel Processing of Neural Units. 303

7.3 How Do We Retrieve Information from Memory? 304

- 7.3a Memory Retrieval Varies in Difficulty. 304
- 7.3b Retrieval Cues Help Trigger Recall of Stored Memories. 306
- 7.3c Source Confusion Can Create Memory Illusions. 308
- 7.3d Memories Are Often Sketchy Reconstructions of the Past. 308

7.4 How Does Forgetting Occur? 311

- 7.4a Most Forgetting Occurs Soon After Learning. 311
- 7.4b Forgetting Often Occurs Due to Interference. 312
- 7.4c We Are Sometimes Motivated to Forget. 314

7.5 What Is the Biological Basis for Memories? 316

- 7.5a Long-Term Potentiation May Be the Neural Basis for Memory. 316
- 7.5b Several Brain Regions Are Involved in Memory Formation and Storage. 317

Psychological Applications: Improving Everyday Memory 319

Suggested Websites 322 Key Terms 322 Review Questions 322



Chapter Eight

Language, Thinking, and Intelligence 327

8.1 Language 328

- 8.1a Human Language Evolution Had Social and Cognitive Advantages. 328
- 8.1b Language Capabilities May Not Be Unique to Humans. 331

- 8.1c Infants Appear to Be Born Prepared to Learn Language. 332
- 8.1d Language Development Occurs in Distinct Stages. 334
- 8.1e Language Can Influence Thought. 336

8.2 Thinking 339

- 8.2a Concept Formation Is a Basic Element of Cognition. 339
- 8.2b We Employ a Number of Problem-Solving Strategies. 340
- 8.2c Internal Obstacles Can Impede Problem Solving. 342
- 8.2d Decision-Making Heuristics Often Sidetrack Everyday Cognition. 345

8.3 Intelligence and Intelligence Testing 349

- 8.3a Early Intelligence Testing Was Shaped by Racial and Cultural Stereotypes. 349
- 8.3b Modern Tests of Mental Abilities Measure Either Aptitude or Achievement. 351
- 8.3c Psychological Tests Must Be Standardized, Reliable, and Valid. 353
- 8.3d Intelligence Encompasses Either a General Ability or Several Distinct Abilities. 358

8.4 Neurological, Hereditary, and Environmental Influences on Intelligence 365

- 8.4a People Appear to Differ in Their NeuralComplexity, Quickness, and Efficiency. 365
- 8.4b Twin and Adoption Studies Indicate That Both Genes and Environment Influence Intelligence. 369
- 8.4c There Are Group Differences in IQ Scores. 371
- 8.4d Cultural and Social Psychological Factors MayExplain Group IQ Differences. 375
- 8.4e Intellectual Ability Is Shaped by Self-Fulfilling

Prophecies. 379

Psychological Applications:

How Can You "Create" a Creative Environment? 382

Suggested Websites 385 Key Terms 385

Review Questions 386



Chapter Nine

Motivation and Emotion

9.1 Motivation 392

- 9.1a Motivation Is a Dynamic Process. 392
- 9.1b Genes May Shape Our Motivation. 393
- 9.1c We Are Sometimes Motivated to Reduce Arousal. 393
- 9.1d We Are Sometimes Motivated to Maintain an Optimal Level of Arousal. 395
- 9.1e Incentive Theory Examines How External Factors Motivate Behavior. 395
- 9.1f Maslow Proposed That Needs Are Organized in a Hierarchy. 398

9.2 Hunger and Eating 399

- 9.2a Various Biological Mechanisms Control Hunger and Eating. 399
- 9.2b Our Environment Also Controls Hunger and Eating. 401
- 9.2c The Body May Be "Set" to Maintain Weight Within a Limited Range. 402
- 9.2d Friends and Family Influence Body Weight. 403

9.3 Sexual Motivation 404

- 9.3a Men Seek Greater Sexual Variety than Do Women, 405
- 9.3b Sex and Love May Be More Fused for Women than for Men. 409
- 9.3c The Sexual Response Cycle Is Very Similar in Men and Women. 411
- 9.3d Sexual Orientation Is a Continuum. 412
- 9.3e Biology Plays a Substantial Role in Determining Sexual Orientation. 415

9.4 Belongingness and Achievement

Motivation 417

- 9.4a People Differ in Their Need to Seek the Company of Others.
- 9.4b Individuals Differ in Their Need for Achievement. 419
- 9.4c Certain Strategies Can Increase Achievement Motivation. 421

9.5 Emotion 422

- 9.5a Emotions Are Positive or Negative Feeling States. 423
- 9.5b Emotions Facilitate Survival. 423

- 9.5c Emotions Result in Bodily Responses.
- 9.5d Two Theories Dispute Whether Physiological Responses Precede Emotions. 426
- 9.5e The Brain Coordinates Emotional Responses. 430
- 9.5f The Two-Factor Theory Emphasizes the Role of Cognition in Emotions. 433
- 9.5g One Emotion May Trigger an Opposite

Emotion, 434

Psychological Applications:

How Can You Manage Your Emotions and Control Test Anxiety?

Suggested Websites 438 Key Terms 439

Review Questions 439



Chapter Ten

Personality

10.1 The Nature of Personality 445

- 10.1a Consistency and Distinctiveness Define Personality. 445
- 10.1b Culture and Evolutionary Processes Shape Personality. 445

10.2 The Psychoanalytic Perspective 446

- 10.2a Psychoanalytic Theory Asserts That the Unconscious Controls Behavior. 447
- 10.2b Freud Divided Personality into the Id, the Ego, and the Superego. 449
- 10.2c Personality Development Occurs in Psychosexual Stages. 450
- 10.2d Defense Mechanisms Reduce or Redirect Unconsciously Caused Anxiety. 452
- 10.2e There Are Many Variations of Psychoanalytic Theory. 454

10.3 The Humanistic Perspective 457

- 10.3a Rogers's Person-Centered Theory Emphasizes Self-Realization. 458
- 10.3b Maslow's Self-Actualization Theory Stresses Maximizing Potential. 458
- 10.3c The Humanistic Perspective Has Been Criticized as Being Overly Optimistic. 459

10.4 The Trait Perspective 459

- 10.4a Trait Theories Describe Basic PersonalityDimensions. 460
- 10.4b Factor Analysis Is Used to Identify Personality Traits. 461
- 10.4c The Five-Factor Model Specifies Five Basic Personality Traits. 463
- 10.4d Positive Psychologists Identify PersonalityTraits That Are Character Strengths. 467
- 10.4e Critics Challenge Whether Traits Reliably
 Predict Behavior. 469

10.5 The Social-Cognitive Perspective 471

- 10.5a Personality Is Shaped by Interactions among People's Cognitions, Behavior, and Environment. 471
- 10.5b Life Experiences Foster Beliefs About EitherControl or Helplessness. 472
- 10.5c Social-Cognitive Psychologists Have Extensively Studied the Self. 474
- 10.5d The Social-Cognitive Perspective Has DifficultyExplaining Nonrational Behavior. 475

10.6 Measuring Personality 476

- 10.6a Projective Tests Measure Unconscious Motives. 476
- 10.6b Objective Tests Measure Conscious Thoughts, Feelings, and Behavior. 478

10.7 Neurological and Genetic Determinants of Personality 481

10.7a Personality Is
Affected by Nervous
System Arousal
and Specific Brain
Activity. 481

10.7b Both Genetic and Environmental Factors Shape Personality. 483

Psychological Applications:

Do You Have a Chameleon-Like Personality? 484

Suggested Websites 486 Key Terms 487 Review Questions 487



Chapter Eleven

Psychological Disorders 491

11.1 How Should We Define and Explain Psychological Disorders? 493

- 11.1a The Medical Model Proposes ThatPsychological Disorders Are Like Diseases. 493
- 11.1b Psychological Disorders Involve Atypical Behavior That Causes Personal Distress or Social Impairment. 494
- 11.1c Psychologists Rely on Different Theories to Explain Mental Illness. 496
- 11.1d Using Diagnostic Labels Has Both Risks and Benefits. 498

11.2 The Major Classes of Disorders Identified by the *DSM* 501

- 11.2a Anxiety Disorders Are Characterized byDistressing, Persistent Anxiety or MaladaptiveBehavior. 501
- 11.2b Mood Disorders Are Characterized by Emotional Extremes. 507
- 11.2c Dissociative Disorders Involve a Loss of Contact with Portions of One's Consciousness or Memory. 513
- 11.2d Schizophrenia Involves Disturbances in AlmostAll Areas of Psychological Functioning. 517
- 11.2e Personality Disorders Involve SignificantImpairments in Personality Functioning. 521

Psychological Applications: Some Important Facts About Suicide 524

Suggested Websites 525

Key Terms 525

Review Questions 525

Chapter Twelve

Therapy 531

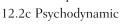
12.1 Who Offers Therapies for Psychological Disorders? 532

- 12.1a There Are Both Psychological and Biomedical Therapies. 532
- 12.1b Three Primary Mental Health ProfessionsProvide Therapy. 533

12.2 Psychodynamic Therapies 534

12.2a Psychoanalysis Laid the Groundwork for Psychodynamic Therapies. 534

12.2b Free Association
Is the Primary
Psychodynamic
Technique. 534



Therapy Is Lengthy and Expensive. 535

12.3 Behavior Therapies 536

- 12.3a Some Behavior Therapies Rely upon Classical Conditioning. 536
- 12.3b Operant Conditioning Is Used in TokenEconomies. 539
- 12.3c Observational Learning Is Used in Modeling and Social Skills Training. 540

12.4 Cognitive Therapies 541

- 12.4a Rational-Emotive Behavior Therapy ConfrontsClients' Irrational Assumptions. 542
- 12.4b Cognitive-Behavior Therapy Focuses on Emotional Problems. 542

12.5 Humanistic Therapies 543

- 12.5a Client-Centered Therapy Focuses on Clients'Conscious Self-Perceptions. 543
- 12.5b Gestalt Therapy Encourages Clients to Get in Touch with Their Feelings. 546

12.6 Other Forms of Psychotherapy 547

- 12.6a Child Therapies Use Techniques Designed for Younger Minds. 547
- 12.6b Group Therapy Involves Clients Discussing,Collectively, Their Problems with aTherapist. 548
- 12.6c Family and Couples Therapies Try to Change Dysfunctional Interaction Patterns. 549

12.7 Biomedical Therapies 550

- 12.7a Antipsychotic Drugs Affect Dopamine Neurotransmitters. 551
- 12.7b Antidepressant Drugs Affect Serotonin and Norepinephrine Neurotransmitters. 551
- 12.7c Antianxiety Drugs Are the Most Widely Used Legal Drugs. 552
- 12.7d Electroconvulsive Therapy Is Sometimes Used to Treat Depression.

- 12.7e Psychosurgery Removes Portions of the Brain. 554
- 12.7f Electrodes Implanted in the Brain Provide Deep Brain Stimulation. 554

Psychological Applications: How Do You

Select a Psychotherapist? 556 Suggested Websites 557

Key Terms 557

Review Questions 558

Chapter Thirteen

Stress, Coping, and Health

13.1 What Causes Stress? 564

- 13.1a Stressors Can Be Positive or Negative, as Well as Large or Small. 564
- 13.1b Selye Viewed Stress as a Specific Set of Responses to Demands. 567
- 13.1c The "Fight-or-Flight" Stress Response May BeGender-Specific. 570
- 13.1d Psychophysiological Illnesses Are Stress Related. 570

13.2 What Moderates Stress? 574

- 13.2a Cognitive Appraisal Is an Important Part of the Stress Response. 574
- 13.2b Predictability and Control Can Moderate the Stress Response. 576
- 13.2c Hostile and Pessimistic Persons Are Very Reactive to Stressors. 577
- 13.2d Social Support Has Therapeutic Effects. 581
- 13.2e Religion and Spirituality Can Positively Influence Health and Longevity. 584

13.3 What Behaviors Hurt or Help Our Health? 586

- 13.3a Knowing about "Safer Sex" Is Not Enough. 586
- 13.3b Obesity and Eating Disorders Are Shaped by Internal and External Forces. 587
- 13.3c Aerobic Exercise Can Increase Both Physical and Mental Health. 594
- 13.3d Relaxation Training Is Effective in Reducing Stress and Improving Health. 597

Psychological Applications: Who Is

Happy and Why? 598

Suggested Websites 601 Key Terms 601 Review Questions 601

Chapter Fourteen

Understanding Social Behavior 605

14.1 Social Perception 606

- 14.1a The First Step in Impression Formation Is Categorizing People into Groups. 606
- 14.1b Categorizing People into Groups Can Lead to Stereotyping. 607
- 14.1c There Is a Physical Attractiveness Stereotype 608
- 14.1d Prejudice Is an Attitude and Discrimination Is an Action. 611
- 14.1e Explanations of People's Behavior Hinge onEither Internal or External Attributions. 615

14.2 Attitudes 618

- 14.2a Repeated Exposure and Conditioning ShapeAttitudes. 618
- 14.2b People Take One of Two Cognitive Routes in Processing Persuasive Messages. 619
- 14.2c Cognitive Dissonance Can Motivate Attitude Change. 620

14.3 Social Influence 623

- 14.3a Asch's Research Demonstrates the Power of Conformity Pressure. 623
- 14.3b Compliance Involves Gentle Social Influence. 624
- 14.3c Milgram's Research Demonstrates That PeopleOften Obey Destructive Orders. 625
- 14.3d Recent Studies Provide New Insights into Milgram's Findings. 627

14.4 Hurting and Helping Others 630

- 14.4a There Are Gender Differences in Styles of Aggression. 630
- 14.4b Aggressive Impulses Can Be Modified by Higher-Order Thinking. 632
- 14.4c Helping Others Is Largely a Learned Response. 634
- 14.4d Deciding to Help Often Involves a Series of Decisions. 635

14.5 Interpersonal Attraction and Love 639

- 14.5a Proximity and Similarity Often Lead to Attraction. 639
- 14.5b Romantic Love Consists of Both Passionate and Companionate Love. 640
- 14.5c Positive Illusions and "Mind Reading" Increase Romantic Satisfaction. 642

Psychological Applications:

How Can You Cope with Jealousy? 645

Suggested Websites 646 Key Terms 646 Review Questions 647



GLOSSARY 649

REFERENCES 669

NAME INDEX 707

SUBJECT INDEX 719