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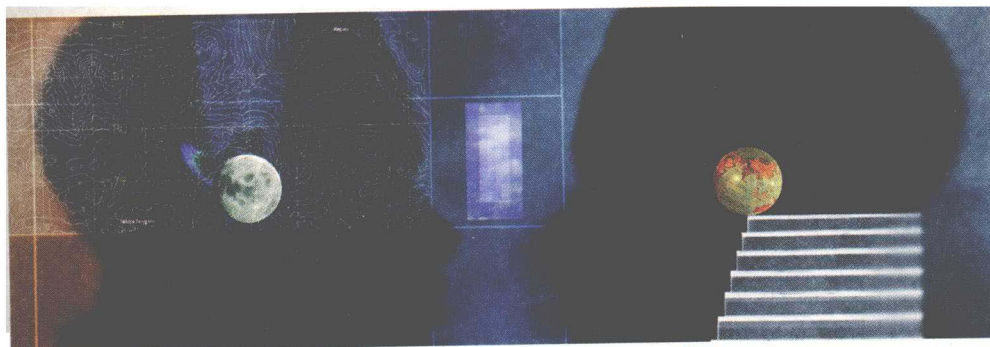
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Lyle E. Bourne, Jr.  
Nancy Felipe Russo

# Psychology

Behavior in Context





# Psychology

BEHAVIOR IN CONTEXT

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This book is dedicated to:

The memory of Bruce Rowland Ekstrand, esteemed colleague, tireless collaborator, true friend, who helped me through many critical decisions in my life and in the process taught me a lot about psychology.

LEB JR.

And to Allen Meyer, friend, partner, soulmate, and critic who challenges me to think more deeply and in doing so enriches my life.

NFR

# Preface

Being literate is more than just being able to use words. According to Webster's *New World Dictionary*, literacy also means having or showing extensive knowledge, experience, or culture. Similarly, becoming literate in psychology—the scientific study of behavior and mental processes—means more than just memorizing psychological terms and findings. Psychological literacy involves learning about psychology's origins, its methods, its foundations, its content, and how its various components relate to one another. It involves acquiring skills to use and to apply psychological concepts and methods. It involves learning the values and ethics that are unique to psychology and developing an understanding of the diversity and complexity of the discipline. And it involves knowing that human behavior always occurs in a context, most importantly a social context.

Our goal in this book is to set you on the path toward psychological literacy. To this end, we attempt to tell the story of psychology, giving you a sense of what psychologists know and do, how psychology has evolved as a scientific discipline, and how to evaluate evidence related to psychological questions.

We also want you to learn what difference psychology can make in your life. We believe that changes taking place in our society and in the world pose immense immediate and future challenges. These challenges demand an appreciation of the complexity of human behavior and mental processes, as well as of the diversity of human experience. Although psychology will never have all the answers and solutions to personal and societal problems, it is a valuable tool for understanding many of the causes and consequences of human actions. So, we have tried to craft an introduction to psychology that focuses on concepts, methods, and applications that we believe will be particularly helpful in

preparing for the future. We have also tried to create the conditions that will enable you to “learn to learn,” and to acquire the concepts, skills, and perspectives that will equip you to deal with worldly issues from the standpoint of a psychologist.

In this text, we cover major contemporary topics in psychology in sufficient depth to give you the background needed for advanced undergraduate courses. We have not attempted to be exhaustive—there's more to psychology's story than we are able to tell! Psychology is a huge field, ranging from the study of neural networks to social networks. To cover it all requires volumes. Thus, the introductory psychology course needs to provide an adequate sampling of current issues and methods so that you can generalize to other topics as the situation requires and so that your teachers have some choice about topics to emphasize in lectures. Our goal has been to provide you with the knowledge and skills that you need to explore the rich variety of the field in an informed way.

## Basic Themes of the Book

The framework for our story about psychology begins with the familiar but fundamental observation that human beings differ from one another in multiple and complex ways. Psychology is the one discipline among the social and biological sciences that focuses on the individual person as an intact organism. Psychologists seek to understand individual differences among people, exploring how those differences reflect experiences associated with different environments and with gender, ethnicity, and other aspects of culture. If all people were genetically identical and developed in



identical contexts, general psychological principles, by definition, would be true of all people. But, in fact, people are neither the same genetically nor do they experience the same environments. Psychology's great challenge is to identify the similarities and differences among people in an effort to predict and understand each individual's behavior in context.

To develop a full understanding of human uniqueness and diversity, we need to appreciate both the biological and sociocultural foundations of behavior. Although human beings have developed biological mechanisms that play an important role in behavior, people live in a variety of sociocultural contexts that affect their behaviors to an even greater degree than can be accounted for on the basis of biological or genetic factors alone. Human similarity and diversity are affected by both biology and experience, including the experiences associated with a variety of social categories such as gender, race, ethnicity, and sexual orientation. Thus, we examine *both* the biological and sociocultural foundations of behavior early in the book and build on them throughout subsequent chapters.

Psychology is a living, open-ended science that is constantly evolving in light of new evidence and contributing in new ways to human welfare. What psychology is and what it means are continuously expanding, and this knowledge often has new meanings or applications to problems of everyday living. We strive to stimulate an active, open-minded stance and critical perspective in our readers, asking them to think about particular issues, to identify the yet unanswered questions, and to project future possibilities. Throughout the book, we identify how psychology can be applied to seek solutions to problems facing us now and in the twenty-first century. We do this both in the text as well as in "Seeking Solutions" boxes that describe applications of basic psychological principles to real problems.

Psychology is everywhere, not just in textbooks. It is in newspapers, on radio and TV, and in everyday conversations with friends and family. You need to be able to think critically to evaluate all the information about psychology that you will encounter in the text, in the media, in conversation. Keep an open mind when you read or hear statements about psychological findings. Try to evaluate, logically and scientifically, what you read and hear, both in this book and elsewhere. Throughout the text as well as

in special "Thinking Critically" boxes, we encourage you to question assumptions and we demonstrate how to evaluate findings. To help you develop the skills that will enable you to think critically, in Chapter 2 we discuss some techniques that will help you to evaluate knowledge.

Like any body of knowledge, psychology can be used well or misused. Knowing the facts is not always enough; you often have to examine how those facts fit together and can be applied. We have tried to write an accurate account of psychology as it is known today. We challenge you to think actively and critically about our presentation, evaluate our logic, scrutinize our assumptions, and reason beyond the material that we have chosen to include. If you accept this challenge, you are likely to find this excursion into the field of psychology a highly rewarding one, both intellectually and personally.

### For the Student: Supplements Package

*Psychology: Behavior in Context* is supplemented by specially developed materials to help you master the concepts of the course. Henry Cross of Colorado State University has written a study guide for students that should be especially helpful in reinforcing the concepts covered in the textbook. Each chapter of the study guide includes discussion questions that encourage active review of the text chapter, as well as completion, matching, and multiple-choice self-tests that will help you to review for exams. There is also an interactive study guide called PsychWeb, which is available on the World Wide Web. This Web page consists of interactive tutorials on such topics as Interacting with Correlation, Testing the Validity of Astrology, Transmission of Nervous Impulses, Solving Problems, Drugs and Behavior, Emotional Response, In the Mind of the Child, and Diagnosing Psychopathology. It also includes drag-and-drop matching exercises for key figures, interactive quizzes, a glossary, and links to relevant outside sources.

### For the Instructor: Supplements Package

We know that teaching introductory psychology is a difficult and demanding task, and we have taken special steps to ease your burden. In addition to writing an accessible text that can

provide a foundation for lectures on a variety of topics, we offer a detailed instructor's resource manual, written by Amy Dabul Marin of Phoenix College. This manual has a host of teaching tips, including ideas for active learning approaches in the classroom, which are coordinated with the text. Besides including chapter outlines and descriptions of key concepts and theories, each chapter of the instructor's resource manual offers specific suggestions for lecture openers, sample lecture outlines, ticket-in and ticket-out assignments, activities and demonstrations, critical thinking exercises, sociocultural connections, applications to everyday living, computer exploration, and lists of additional resources. Besides the instructor's resource manual, we also have available a test-item file, prepared by Lisa Farwell of UCLA and Mark Rittman of Cuyahoga Community College. This is a set of 1,600 multiple-choice, completion, and short essay items. Both the questions from the test-item file and from the study guide are available in a computerized version for Macintosh and Windows. This will provide you with a total bank of 3,200 questions. In addition, we also have available an Introduction to Psychology Transparency Set, which consists of selected figures from the text, as well as classroom demonstrations.

To help you introduce topics, illustrate particularly difficult topics, and emphasize important points, you may also want to make use of W. W. Norton's Introduction to Psychology Video. This features thirteen four-minute sequences of high-quality original footage, including interviews, animated diagrams, and experiments in progress.

In addition to the above-mentioned ancillaries, you may also want to use Norton Presentation Maker. This is a CD-ROM that contains all figures that are in the text, selected out-takes from the Introduction to Psychology Video, and the interactive animated tutorials that are part of the Web study guide.

## With Special Thanks

We would like to start by thanking our colleagues who took the time to critique the manuscript, offering us suggestions that helped us to clarify, reorganize, and polish the manuscript so that it emerged in its present form. We would also like to thank those who participated in fo-

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We hope that you enjoy and learn from our book, and we'd like to learn from you too. We welcome your feedback. Please e-mail us (Lyle Bourne at [lbourn@clipr.colorado.edu](mailto:lbourn@clipr.colorado.edu) or Nancy Felipe Russo at [nancy.russo@asu.edu](mailto:nancy.russo@asu.edu)) with your comments and suggestions for how to make the story of psychology more useful and relevant from the student's point of view.

LEB Jr.  
NFR  
November 1997

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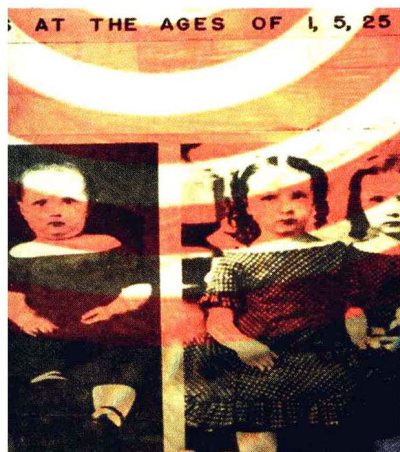
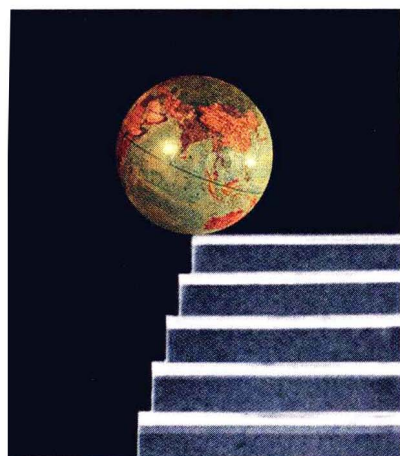
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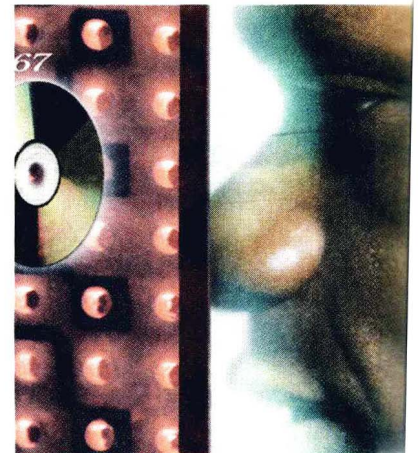
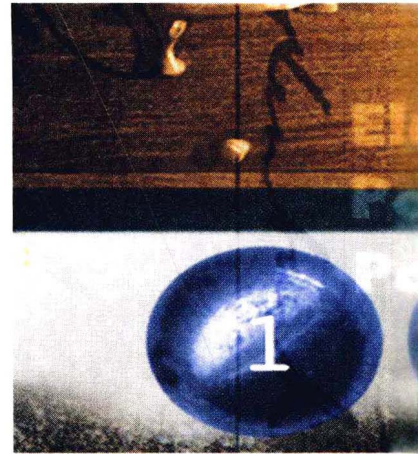
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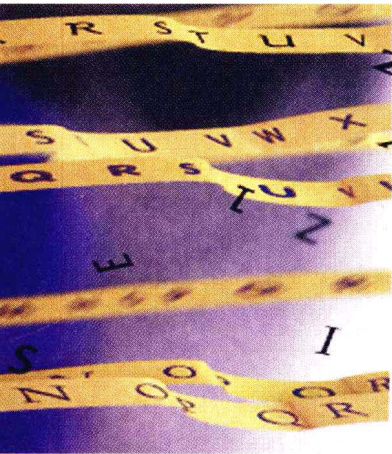
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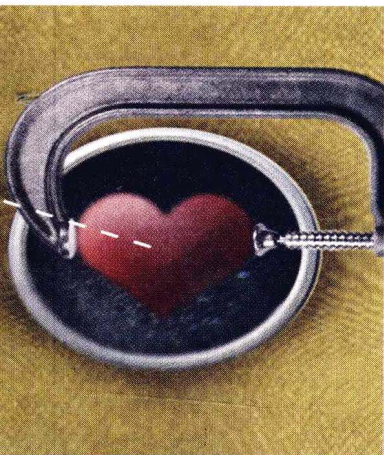
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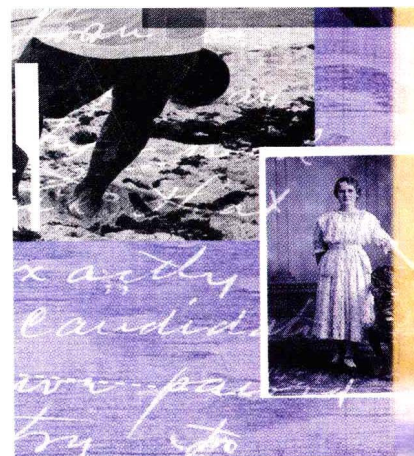
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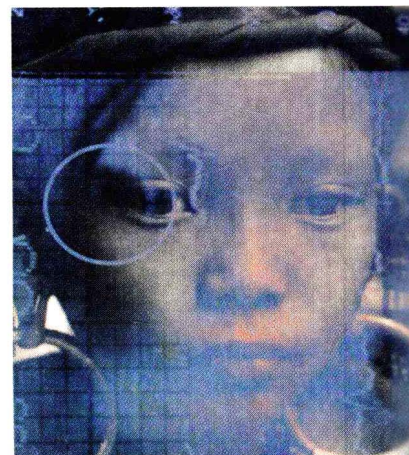
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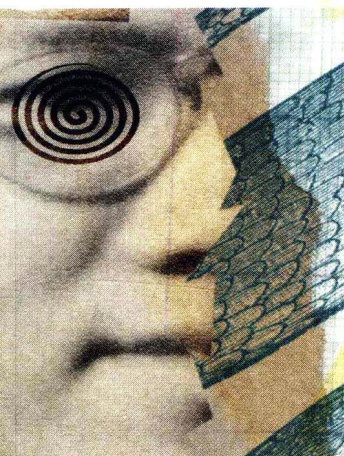
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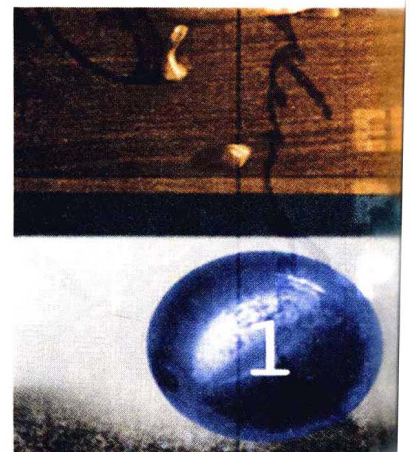
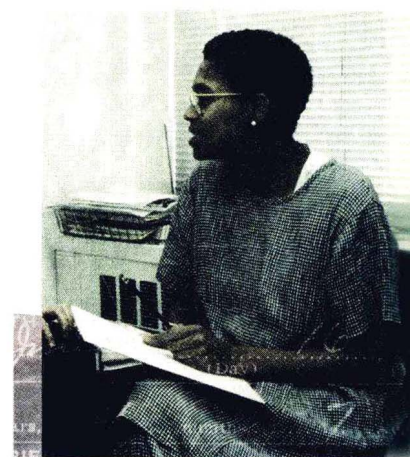
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