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Psychology

NINTH EDITION

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Preface

Psychology, 9th edition, is another exciting stop on a journey that began in 1979, when the idea of writing a textbook first became a reality. The amazing changes in the field of psychology since that time have provided fascinating opportunities for classroom discussion, debate, personal education, and application. Among the most important of these changes are the explosion of research in the areas of gender and culture and the changing faces of both students and instructors.

Today, women earn 73% of all bachelor's degrees in psychology and 70% of all doctorates in psychology. The addition for the 8th edition of this text of coauthor Linda Brannon, whose expertise is in the areas of gender and health psychology, helped position our coverage at the forefront of the discipline and proved to be the beginning of an engaging and stimulating collaboration that continues in this edition. Together, we have strengthened our commitment to helping students appreciate the exciting field of psychology, increasing their knowledge, and stimulating their interest and understanding of human behavior and mental processes. The ever-changing nature and complexity of psychology make this commitment both challenging and motivating. Psychology is a story that we want to share with students.

Goals of Psychology, 9th Edition

In order to succeed in today's world, students must become critical consumers of information, much of which is based in psychological principles. Understanding human behavior and mental processes is the beginning of connecting with others, both locally and globally, and with oneself. Psychology is the key to this understanding. Thus, we have identified and integrated into the text four key themes to help students build a foundation from which to become critical consumers and thinkers:

- The complex relationship between nature and nurture
- The impact of diversity on psychology
- The importance of evolutionary and biological concepts within the field of psychology
- The relevance and application of psychology in students' everyday lives

Be an Active Learner of Psychology

As psychologists, we continue to find our role as educators as important as our role as active learners in this ever-evolving field. Therefore, we revise each edition of this text with one goal in mind—empowering students to engage in the material presented, to understand the key concepts in psychology, and to apply their learning actively in the real world. In the 9th edition, we have improved and strength-

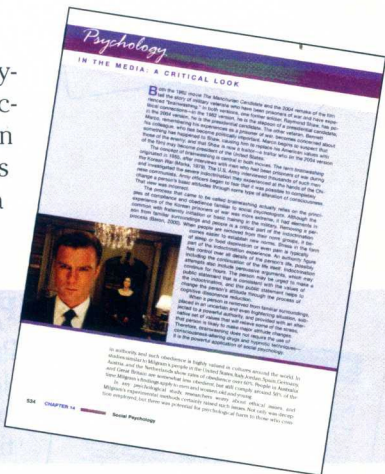
ened the tools and features that encourage students to become active learners. We continue to encourage active learning by increasing the opportunities for students to preview each chapter's material by putting all major headings in question form. To mirror this change, the sections in the chapter-ending Summary and Review also begin with these questions. Review materials have been modified in this edition, and we've moved the margin feature, Be an Active Learner, into the text at the end of each section, to allow students to stop and test their understanding before moving on. In addition, we've increased the number of Building Tables to help students synthesize concepts and make connections.

Important Features in the 9th Edition

Psychology in the Media: A Critical Look (New!)

New to this edition, Psychology in the Media features take a critical look at how psychological principles and practitioners are portrayed in the media, correcting inaccuracies and debunking illogical representations in books, movies, and television shows. One of these features appears in every chapter and helps educate students to be better consumers of information and to better understand psychology as a scientific endeavor. Media portrayals analyzed in these features include:

- Chapter 9 Memento, amnesia
- Chapter 10 The Da Vinci Code, puzzle solving
- Chapter 14 The Manchurian Candidate, brainwashing
- Chapter 18 Runaway Jury, jury selection



Point . . . Counterpoint

Each Point . . . Counterpoint feature offers two different research-based perspectives on a controversial issues in psychology. Improved in this edition to balance the for and against perspectives, each Point . . . Counterpoint now also has a final You Decide section, which asks the reader to think about and take a position on the issue. Topics addressed by Point . . . Counterpoint features include:

- Chapter 1 Should Psychologists Be Allowed to Write Prescriptions?
- Chapter 3 Are Men Sexually Promiscuous by Nature and Women Sexually Selective?
- Chapter 11 Are There Racial Differences in Intelligence?
- Chapter 15 Does Dieting Lead to Better Health?
- Chapter 18 Does Monitoring Drug and Alcohol Use Violate Employees' Rights?



Be an Active Learner

The Be an Active Learner feature at the end of each main section of the text provides an opportunity for students to stop and test their comprehension before moving on to the next section. This section review encourages students to answer questions that gauge their basic understanding (Review questions), that challenge them to think more deeply (Thinking Critically questions), and that apply the concepts of the section to their own lives (Apply Psychology questions). These important review sections help ensure that students will take the time to assess their knowledge at critical junctures in each chapter.

Introduction to Research Basics

Starting in the 8th edition and continuing in the 9th, we offer a unique series of research methodology lessons called Introduction to Research Basics. Each of these features highlights a particular method used in psychological research, while exploring a topic relevant to the chapter. Some of the topics and types of methodology examined in the Research Basics boxes include:

- Chapter 2 Sleep and Memory—An Experimental Approach (Experiment)
- Chapter 5 Does Teen Gambling Predict Adult Problems with Gambling? (Longitudinal study)
- Chapter 14 Stereotypes and Academic Performance (Factorial design)
- Chapter 17 Prevention of Alcohol Abuse at College (Experiment)
- Chapter 18 Sex Discrimination in Job Interviews (Meta-analysis)

In addition to the coverage of individual studies in the Introduction to Research Basics features, the 9th edition includes a separate chapter that focuses on research methodology: Chapter 2, The Science of Psychology. This provides flexibility for instructors and improves the presentation of this material for students.

Psychology in Action

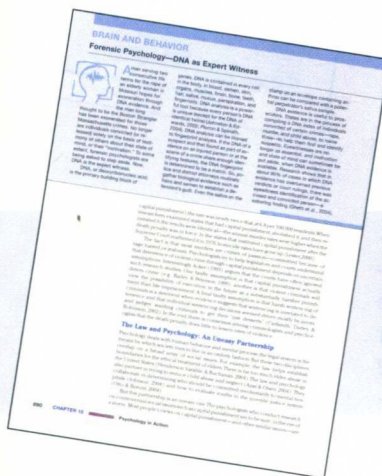
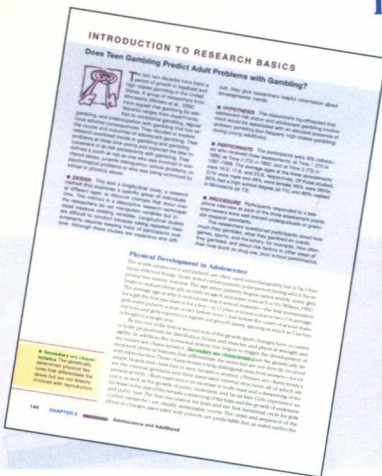
Psychology in Action features focus on how psychology can be applied to everyday life. We want students to leave their general psychology class with more than just some memorized facts; we want them to gain a real appreciation for the relationship between the theory they have learned and the lives they are leading—as well as a set of tools to help improve their lives and the lives of those around them. Applied topics covered in Psychology in Action features include:

- Chapter 1 Using Psychological Knowledge to Become a Better Student
- Chapter 2 Thinking Critically about Research Findings
- Chapter 8 Learning to Manage Test Anxiety
- Chapter 10 Learning English as a Second Language
- Chapter 18 Motivating Athletes

Brain and Behavior

The Brain and Behavior features reinforce one of the main themes of the text: the important role of biological and evolutionary concepts within the field of psychology. These features introduce students to critical research on the brain and its connection to behavior, in engaging, relevant, and cutting-edge discussions. Among the topics covered in Brain and Behavior features are these:

- Chapter 1 New Ways to Study Brain–Behavior Interactions
- Chapter 11 Big Brains
- Chapter 13 The Genetics of Personality Traits
- Chapter 14 Bias in the Brain
- Chapter 18 Forensic Psychology—DNA as Expert Witness



Building Tables

Providing visual building blocks of information that help students identify, connect, and understand core concepts in psychology, the Building Tables have proven to be an effective and popular review and study tool for students. Updated and expanded in this edition, the Building Tables offer students a chance to review related aspects of important topics at a glance.

What's New in the 9th Edition?

We are excited about this revision, as it once again allowed us to tap into the fast-changing field of psychology to update our topics and research sources while challenging us to deliver this information to a student population that varies more than ever in educational, life, work, and cultural experiences. The 9th edition is an expansive revision that encompasses both small- and large-scale changes and improvements. Encouraging reviews of both the last edition and the drafts of this edition helped focus our revision plan to effectively meet the needs of both instructors and students. Key areas involved in the revision were as follows:

Research

We reviewed every citation in the 8th edition to assess its effectiveness, relevance, and accuracy in supporting the discussions in the text. Striving to provide a balanced foundation of classic and contemporary research, we have added over 1,500 references in this edition.

Organization/Coverage

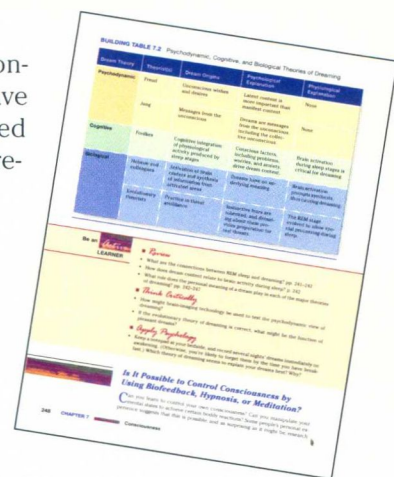
Several exciting changes were made to the organization of the text to effectively improve the flow of topics and discussion, while expanding coverage. First, Chapter 2, The Science of Psychology, is new to this edition and provides a comprehensive overview of psychological research methods. This new chapter beautifully complements the Introduction to Research Basics features, which highlight specific studies in the context of chapter topics. As a result of the addition of this new chapter, Chapter 1 has been reorganized to focus more on the history of psychology, emerging subfields in psychology, and effective study practices for students as they begin their course in psychology. Chapter 14, Social Psychology, was completely reorganized and rewritten to achieve a more logical flow of information while incorporating current issues in the field. Chapter 18, Psychology in Action, was revised to expand the discussions of several key areas of interest and research: industrial/organizational psychology, human factors psychology, forensic psychology, and sport psychology. Coverage of two topics previously included in this chapter—environmental psychology and educational psychology—has been integrated within other chapters.

Diversity

Our commitment to exploring and celebrating diversity is reflected in every chapter of this edition. Numerous discussions of issues of gender and culture, accompanied by research citations and real-world examples, give a true representation of the similarities and differences of people around the world.

Applications

Throughout the text, we emphasize the application of core concepts to students' experiences and knowledge to help them make practical connections between psychological principles and their own lives. In addition, many of the chapter-opening vignettes and Psychology in Action features were modified or replaced to provide more engaging and contemporary depictions and applications of concepts. Last, we created a new feature, Psychology in the Media: A Critical Look, to



help students become more critical consumers of media portrayals of psychologists and psychological concepts.

Active Learning

An effort was made in this edition to strengthen the components of the learning system—based on the principles of the SQ3R method (Survey, Question, Read, Recite, and Review). Main section heads were changed to questions to help students test their knowledge both before and after reading each chapter. The Be An Active Learner feature, previously found in the margins, was moved into the main text to end each section, giving students the opportunity to pause and assess their comprehension. In addition, we increased the number of Building Tables and modified the format of the end-of-chapter Summary and Review to improve students' study practices.

Chapter-by-Chapter Changes in the 9th Edition

Among the changes to each chapter are the following:

Chapter 1 What Is Psychology?

- Increased emphasis on the image of psychology and how that image differs from the reality
- Revised section on the history of psychology
- Added coverage of developing trends in psychology, including positive psychology, industrial/organizational psychology, and evolutionary psychology
- Updated information about employment for psychologists
- Added material on applying psychological knowledge to improve studying and learning

Chapter 2 The Science of Psychology

- Entire chapter is new!

Chapter 3 Neuroscience: The Brain and Behavior

- New organization: nervous system, hormones, genetics, evolutionary view
- Expanded coverage of neurotransmitters
- Increased emphasis on classic research
- New, updated research on brain imaging, and behavioral genomics
- Expanded coverage of evolutionary psychology

Chapter 4 Child Development

- Increased emphasis on the role of early childhood attachment
- Greater emphasis on temperament and individual variability in temperament
- New coverage on applying knowledge of child development
- Added coverage of Harlow's research and of teratogens and fetal alcohol syndrome
- Greater emphasis on single parenting, shared parenting, and sensitivity to complex family issues

Chapter 5 Adolescence and Adulthood

- Greater emphasis on the role of culture in day-to-day behavior and on changing demographics
- New coverage of gender and its role in behavior
- New coverage of self-image in adolescence and stage theories
- Increased coverage of teen suicide
- Expanded treatment of ethnicity and ethnic identity

Chapter 6 Sensation and Perception

- Greater emphasis on electrophysiology, inattentional blindness, and the application of perceptual knowledge
- Additional discussion of bottom-up analysis
- New and revised section on subliminal perception
- New coverage of cochlear implants
- Greater emphasis on the relationship between touch and pain

Chapter 7 Consciousness

- Expanded coverage of metacognition and the suprachiasmatic nucleus
- Updated coverage of sleep–brain connection and of theories of dreaming, including the evolutionary view
- New Building Tables for dream theories
- Updated information on biofeedback, meditation, and hypnosis
- Updated data on drug use, including new information on Ecstasy and gender and cultural comparisons

Chapter 8 Learning

- Major reorganization of the section on operant conditioning
- Expanded treatment of cognitive learning, with more emphasis on observational learning
- New coverage of the power of modeling, key processes in observational learning, and observational learning in daily life
- Reorganized section on biological factors in learning

Chapter 9 Memory

- Reorganized subsections on retrieval from memory
- Updated references on flashbulb memory and 9/11
- New section on culture and memory

Chapter 10 Cognitive Psychology

- Greater emphasis on the role of cognition in day-to-day decision making
- New section on learning English as a second language

Chapter 11 Intelligence

- New coverage of cross-cultural variations in intelligence and biological theories of intelligence
- New section on the interaction of biological and environmental factors
- Integrated (and streamlined) the discussion of the stability of IQ scores
- Updated coverage of intellectual disability, including a new table

Chapter 12 Motivation and Emotion

- Added coverage of the concepts of flow, the need for affiliation, and social support and intimacy
- Updated and expanded the coverage on achievement
- Differentiation of achievement motivation from the motivation for mastery

Chapter 13 Personality and Its Assessment

- Revised first section of the chapter that both defines personality and discusses its cultural context
- Updated sections on the Five-Factor Model and positive psychology
- New section on George Kelly and personal constructs
- Expanded subsection on gender and self-efficacy to include culture

Chapter 14 Social Psychology

- Major reorganization and revision of entire chapter
- Added sections on the social self, maintaining relationships, controlling aggression, joining groups, and stereotypes
- Added information on implicit attitudes
- New coverage of friendship, romantic relationships, and cross-cultural factors in relationships
- Discussion of the evolutionary view of mate selection and a critique of this theory's contentions

Chapter 15 Stress and Health Psychology

- New Building Table on theories of stress
- Expanded coverage of culture and stress
- Added discussion of environmental psychology to section on sources of stress

Chapter 16 Psychological Disorders

- Reorganized section on causes of depression
- Updated and streamlined presentation of material on schizophrenia
- New Building Tables on the characteristics of Axis I disorders

Chapter 17 Therapy

- New material on choosing a therapist, the therapeutic process, and the ethics of therapists
- Greater emphasis on the role of cognitive behavior therapy
- New sections on hospitalization of patients with mental disorders and alternative therapies

Chapter 18 Psychology in Action

- Expanded coverage of human resource psychology
- Added coverage on job interviews, job stress, teamwork, and performance appraisals
- Expanded material on leadership
- New sections on I/O psychology, forensic psychology, and positive psychology

Special Coverage in Psychology, 9th edition

Psychology in the Media: A Critical Look

Chapter 1	<i>Frasier Crane</i> , radio talk therapy	Chapter 10	<i>The Da Vinci Code</i> , puzzle solving
Chapter 2	<i>Ghostbusters</i> , parapsychology and research ethics	Chapter 11	<i>Forrest Gump</i> , intellectual disability
Chapter 3	<i>Total Recall</i> , creating memories	Chapter 12	<i>Schindler's List</i> , motivation
Chapter 4	<i>Boyz N the Hood</i> , parenting	Chapter 13	<i>The Cell</i> , the unconscious and personality
Chapter 5	Reality TV, reality or scripting	Chapter 14	<i>The Manchurian Candidate</i> , brainwashing
Chapter 6	<i>Daredevil</i> and <i>Scent of a Woman</i> , blindness	Chapter 15	<i>The West Wing</i> , stress and stress-related disorders
Chapter 7	Depicting dreams in the movies	Chapter 16	<i>A Beautiful Mind</i> , schizophrenia
Chapter 8	Modeling of positive and negative behaviors in the media	Chapter 17	<i>Ordinary People</i> , psychotherapy
Chapter 9	<i>Memento</i> , amnesia	Chapter 18	<i>Runaway Jury</i> , jury selection

Point . . . Counterpoint

Chapter 1	Should Psychologists Be Allowed to Write Prescriptions?	Chapter 9	Are Recovered Memories Real?
Chapter 2	Should Nonhuman Animals Be Used in Research?	Chapter 10	Can Computers Think?
Chapter 3	Are Men Sexually Promiscuous by Nature and Women Sexually Selective?	Chapter 11	Are There Racial Differences in Intelligence?
Chapter 4	Should Ritalin Use among Children Be So Widespread?	Chapter 12	What Is the Underlying Basis of Sexual Orientation?
Chapter 5	Should Adolescents Be Able to Make Life-or-Death Decisions about Their Own Health?	Chapter 13	Is Freud Still Relevant to Psychology?
Chapter 6	Does Subliminal Persuasion Work?	Chapter 14	Is High Self-Esteem Always Desirable?
Chapter 7	Is Hypnosis an Altered State of Consciousness?	Chapter 15	Does Dieting Lead to Better Health?
Chapter 8	Are There Gender Differences Related to Forming Cognitive Maps?	Chapter 16	Is Multiple Personality Disorder a Real Mental Disorder?
		Chapter 17	Can Alcoholics Become Controlled Drinkers?
		Chapter 18	Does Monitoring Drug and Alcohol Use Violate Employees' Rights?

Introduction to Research Basics

Chapter 2	Sleep and Memory—An Experimental Approach (Experiment)	Chapter 11	Seeing What You Expect to See (Experiment)
Chapter 3	Correlation Is Not Causation (Correlational study)	Chapter 12	Sex Surveys (Survey and sampling)
Chapter 4	Observing an Infant's Gaze (Cross-sectional study)	Chapter 13	Are Personality Traits Stable? (Longitudinal study)
Chapter 5	Does Teen Gambling Predict Adult Problems with Gambling? (Longitudinal study)	Chapter 14	Stereotypes and Academic Performance (Factorial design)
Chapter 6	Have You Ever Smelled a Color? (Experiment)	Chapter 15	Racism and Reactivity (Experiment)
Chapter 7	The Importance of REM Sleep for Learning and Memory (Descriptive study)	Chapter 16	Cross-Cultural Factors in Diagnosis and Treatment (Case study)
Chapter 9	Mood and Memory (Factorial design)	Chapter 17	Prevention of Alcohol Abuse at College (Experiment)
Chapter 10	Acquiring a First Language (Naturalistic observation)	Chapter 18	Sex Discrimination in Job Interviews (Meta-analysis)

Psychology in Action

Chapter 1	Using Psychological Knowledge to Become a Better Student	Chapter 9	Improving the Justice System
Chapter 2	Thinking Critically about Research Findings	Chapter 10	Learning English as a Second Language
Chapter 3	Genetic Counseling	Chapter 11	How to Increase Intelligence
Chapter 4	Gender Stereotypes	Chapter 12	Anger Management
Chapter 5	The Legacy of Divorce	Chapter 13	Seeing Violence, Doing Violence
Chapter 6	Cochlear Implants—A Spirited Debate	Chapter 14	Resistance Is Not Futile
Chapter 7	Getting a Good Night's Sleep	Chapter 15	Coping with Campus Life
Chapter 8	Learning to Manage Test Anxiety	Chapter 16	Preventing Suicide
		Chapter 17	Choosing a Therapist
		Chapter 18	Motivating Athletes

Chapter 1	New Ways to Study Brain–Behavior Interactions	Chapter 11	Big Brains
Chapter 4	Critical Periods in Brain Development	Chapter 12	Experiencing and Recognizing Fear
Chapter 5	The Prevalence of Eating Disorders	Chapter 13	The Genetics of Personality Traits
Chapter 6	Geography and Dyslexia	Chapter 14	Bias in the Brain
Chapter 7	Drug Addiction	Chapter 15	Sick of Final Exams, or Do Final Exams Make You Sick?
Chapter 8	Conditioning and Drug Use	Chapter 16	“It’s All in Your Head”
Chapter 9	The Aging Brain and Alzheimer’s Disease	Chapter 17	A Best-Selling Medication—Prozac
Chapter 10	Is the Ability to Acquire Knowledge Built into the Brain?	Chapter 18	Forensic Psychology—DNA as Expert Witness

Supplements for Instructors

Instructor’s Manual This teaching resource features helpful at-a-glance grids, handouts, lecture enhancements, detailed chapter outlines, activities for the classroom, and other valuable tools for new and experienced instructors. In addition, the Instructor’s Manual suggests relevant reading, video, and Internet sources.

Test Bank Thoroughly revised by Christopher Dula of Eastern Tennessee State University, the test bank contains over 2,000 questions, including multiple choice, true/false, short answer, and essay (each with an answer justification). All questions are labeled with a page reference, a difficulty ranking, and a type designation. The test bank is also available in TestGen computerized version, for use in creating tests in the classroom.

PowerPoint Presentation Erin Hardin, of Texas Tech University, has created an incredibly flexible PowerPoint package to be used by both new and experienced instructors. A robust version with detailed lecture outlines, art, and demonstrations is available to instructors who may be new to teaching the course and those who prefer a multimedia lecture format. A more scaled-back version is also available for those instructors who want the opportunity to modify their lectures to fit their classroom needs. Both versions contain key points from the textbook, a link to the companion Website for accessing corresponding activities, and the electronic Instructor’s Manual files.

The Allyn & Bacon Introduction to Psychology Transparency Set This set of approximately 200 full-color transparencies is available upon adoption of the text from your local Allyn & Bacon sales representative.

Allyn & Bacon Digital Media Archive for Psychology, 4.0 This comprehensive CD-ROM includes charts, graphs, maps, tables, and figures, with audio and video clips and links to relevant Websites.

Insights into Psychology, Volumes I–IV A new set of video resources has been prepared to accompany Allyn & Bacon’s introductory psychology texts; each video presents 15–16 topics, each of which is supported by 2–3 video clips. Critical thinking questions accompany each clip. In addition, the video guide provides critical thinking questions and Internet resources for more information.

Blockbuster Guide for Introduction to Psychology NEW! The Blockbuster Guide is a unique print resource for instructors who enjoy enhancing their classroom presentations with films. With heavy coverage of general, abnormal, social, and developmental psychology, this guide suggests a wide range of films for use in the classroom and provides activities, questions for reflection, and other pedagogical tools to make the use of films more effective.

MyPsychLab This interactive and instructive multimedia resource can be used to supplement a traditional lecture course or to administer a course entirely online. It is an all-inclusive tool, a text-specific book plus multimedia tutorials, audio, video, simulations, animations, and controlled assessments to completely engage students and reinforce learning. Fully customizable and easy to use, MyPsychLab meets the individual teaching and learning needs of every instructor and every student. Visit the site at www.mypsychlab.com.

CourseCompass Powered by Blackboard, this course management system uses a powerful suite of tools that allows instructors to create an online presence for any course.

Supplements for Students

Grade Aid Study Guide Written by Jim Haugh of Rowan University, this comprehensive resource is filled with guided activities and in-depth exercises to promote student learning. Each chapter includes “Before You Read,” presenting a brief chapter summary and learning objectives; “As You Read,” offering a collection of demonstrations, activities, and exercises; “After You Read,” containing three short practice quizzes and one comprehensive chapter exam; “When You Have Finished,” presenting Web links for further information and a crossword puzzle using key terms from the text. An appendix includes answers to all practice tests and crossword puzzles.

Companion Website Connecting the textbook to the Internet, this unique tool includes learning objectives, annotated Web links, flashcard glossary terms, and online practice tests organized by chapter. Visit this site at www.ablongman.com/lefton9e.

MyPsychLab This interactive and instructive multimedia resource can be used to supplement a traditional lecture course or to administer a course entirely online. It is an all-inclusive tool, a text-specific e-book plus multimedia tutorials, audio, video, simulations, animations, and controlled assessments to completely engage students and reinforce learning. Fully customizable and easy to use, MyPsychLab meets the individual teaching and learning needs of every instructor and every student. Visit the site at www.mypsychlab.com.

Mind Matters II CD-ROM A unique tool that combines major concepts with interactivity, this CD-ROM offers a wide range of learning opportunities, including activities with immediate feedback, video clips of historic experiments and current research, animations, simulations, and an interactive glossary of key terms. To see sample modules, visit www.ablongman.com/mindmatters.

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Lester A. Lefton
Linda Brannon

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