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Atkinson & Hilgard's Introduction to Psychology

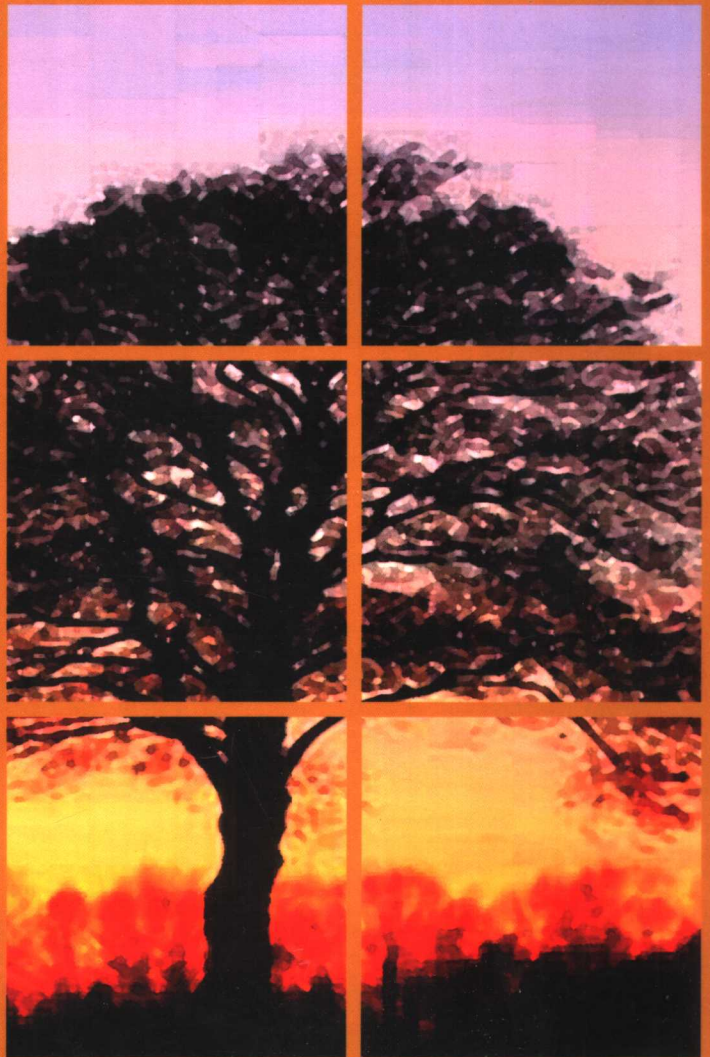
西尔格德心理学

(第14版)

——心理学导论

By Edward E. Smith, Susan Nolen-Hoeksema, Barbara L. Fredrickson, Geoffrey R. Loftus

- 1953年初版，历经半个多世纪的十余次修订，被奉为普通心理学教材 圣经
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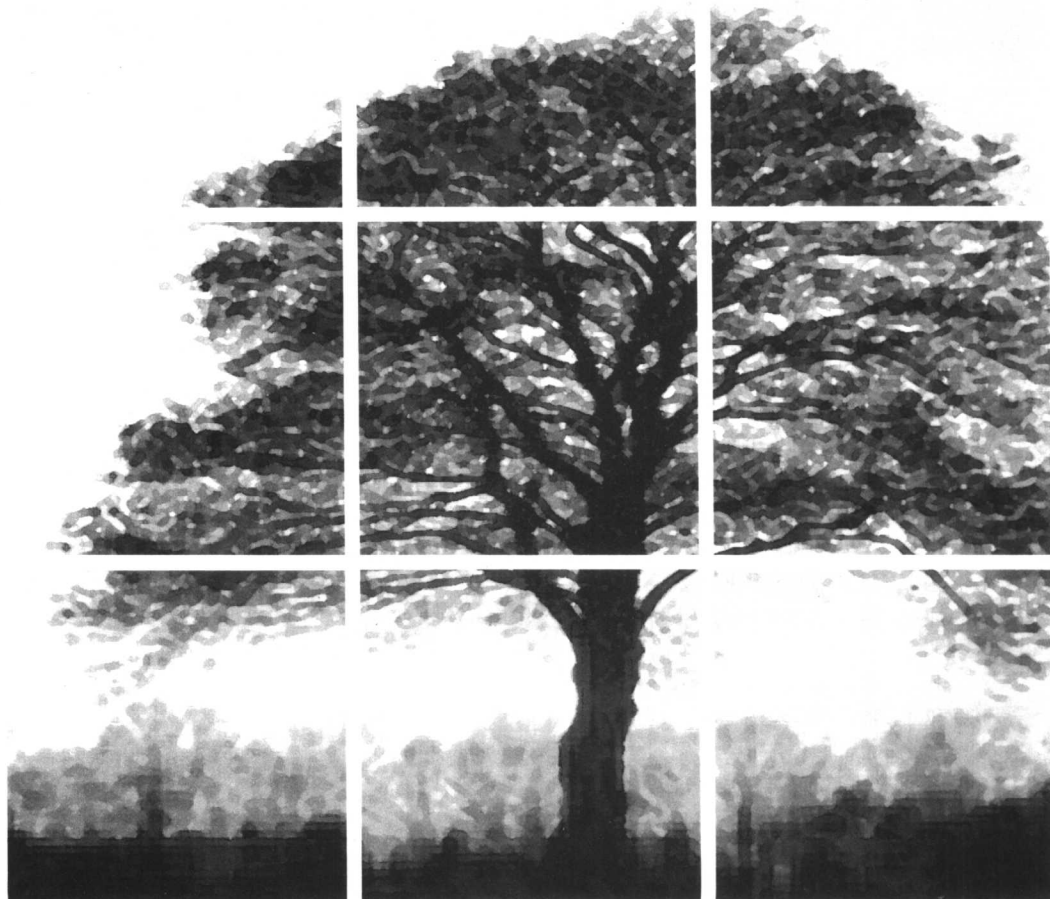
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西尔格德心理学——心理学导论

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中文导读

《西尔格德心理学》一直被奉为普通心理学教科书的经典之作。Ernest R. Hilgard（西尔格德）教授自1928年便在耶鲁大学和斯坦福大学教授非常受欢迎的心理学导论课程。该书最早是1953年他本人在多年教学经验基础上，独自编写的普通心理学教科书。由于内容丰富、观点全面、着重启发学生思维、特别适合对初学者的教学和自学，该书一出版即广受赞誉，到1962年第三版时，销量已高达415 000册，成为当年最畅销的图书，很快就出版了法语、德语、意大利语、西班牙语等多种文字的译本。

为了不断充实心理学界新的研究内容和适应发展中不断出现的新分支领域，西尔格德心理学教科书从1967年修订开始增加新作者，最早参加、也是合作最久的是Richard C. Atkinson和Rita L. Atkinson。该书每隔三四年修订一次，在50年间自第1版至第14版，内容不断充实完善。虽然新作者都是各个领域的专家，但为了纪念Hilgard对此书和心理学教学的贡献，始终保留Hilgard为主要作者的地位。

在21世纪伊始出版的这本《西尔格德心理学》第14版，参加的作者有Edward E. Smith, Susan Nolen-Hoeksema, Barbara L. Fredrickson和Geoffrey R. Loftus。为使本书的所有部分都更加现代化，书中内容有很大修改和补充，全书共计18章，贯穿全书的有三个观点：1.加强行为的生物学基础；2.在心理学研究中增加进化的观点；3.强调文化影响及其多样性。

关于本书的内容及其主要变化简述如下。

第一部分包括三章：

第1章 心理学的性质。首先用心理学如何影响生活和政策的一些实例，使学生了解心理学研究的重要意义；从古老的“先天-后天”问题争论开始阐述心理学的历史发展；为强调它与当代运动的联系，在阐述各种不同学派的发展中，增加“主观主义的研究路线”，为当代的社会心理学、人格心理学和文化心理学提供了强有力的联系；对被成为“21世纪心理学”的新兴的跨学科研究，如认知神经科学、进化心理学、文化心理学、情感和认知神经科学，以及积极心理学等也都有一定的介绍。

第2章 心理学的生物学基础。通过一个公开讨论的实例表明复杂心理特点与脑的联系；并依据进化心理学的观点，在行为进化的部分以一个行为特质（如男性的攻击性行为）为例，讲述了自然选择的进行。

第3章 心理发展。增加了在儿童心理理论上有关认知发展的最新研究；扩展和更新了青春期发展的范围；增加了遗传对气质影响的信息。

第二部分为基本的心理活动过程。

第4章 感觉。为了加深学生的认识，本章对感觉在日常生活中的作用和影响作了新的介绍；对光和心理物理学研究有所扩展，并增加了信号检测论。

第5章 知觉。注重用生态学的观点解释知觉的作用，将错觉并入知觉的恒常性研究中；注意研究被扩展成为独立部分。

第6章 意识。从日常生活中人们分心或失去意识的情境引入，对意识进行解释，认为它是人对自己内外环境和各种行为活动的监控，由当时的知觉、思维和情感所构成；对酗酒的产生、其文化差异和性别差异也进行了讨论。

第7章 学习和条件作用。包含了抑制性条件反射的讲述，还新加了一节学习和条件反射的神经机制。

第8章 记忆。将编码、存储与提取、记忆的三个阶段与三个储存系统作了很好的区分与解释；对工作记忆与内隐记忆分节讲述，并着重说明记忆的建构性及其对实际生活的影响。

第9章 语言与思维。语言部分除发展和影响因素外，增加了神经基础；在推理和决策中指出表象的作用；在演绎与归纳推理的解释中用脑内的神经机制加以区分。

第三部分 心理特征。

第10章 动机。动机是一种使行为加强并给以方向的心理状态，保持体内平衡是其主要的内在原因；从脑内系统对“想要与喜爱”（wanting与liking）加以区分；增加了与性别有关的过度节食与过胖等健康问题的心理学解释。

第11章 情绪。情绪从认知评价开始，由主观体验、内部躯体变化等多种成分构成；讨论情绪与心境的区分；强调积极情绪和面部表情在生活交往中的重要作用；增加了有关情绪调整及其性别与文化差异部分。

第12章 智力。介绍智力测验的历史发展和当代智力理论；讨论智力测验编制中的偏向性问题；还介绍了有关智力理论中文化问题的讨论。

第13章 人格。在各种人格理论中增加了人格的进化理论并讨论了人格的遗传问题；对人格的评估也在本章中加以介绍。

第四部分 心理健康与心理障碍。

第14章 应激、健康与应对。从各种应激事件的产生，到应激反应的生理和心理因素及应对技巧，全部贯穿着文化问题的讨论；特别是增加了对创伤后应激障碍的讨论，以及应激对健康的影响。

第15章 心理障碍。这是新的一章，从一个变态心理的实例开始，在焦虑障碍、心境障碍和精神分裂症部分强调了脑成像研究，并介绍了在界定“变态性”时需要强调不同文化下的常模的讨论。

第16章 心理障碍的治疗。用一个精神分裂症患者从多种治疗方法中获益的事例说明治疗的作用，其中也包括中国古代的看法；介绍了药物治疗对心理障碍的作用，包括现代讨论中的草药的治疗作用及文化差异。

第五部分 社会心理。

第17章 社会影响。用情境起重要作用的观点，对社会易化、旁观者效应、顺从等几个方面作了现代化的解释；增加了包含不和谐理论与自我知觉理论的“自我辩解”（self-justification）部分。

第18章 社会认知。依据思维的双进程模型（自主思维和控制思维）的观点，阐述印象的形成、态度和人际吸引等问题；着重揭示了刻板印象的形成及其文化影响；并增加了对偏见与刻板印象的控制，指出在团体思维中保持团体多样性的积极意义。

本书非常适合心理学入门级的教与学。在每一章中有一个“概念复习表”以图表形式帮助学生巩固主要概念并加深理解与记忆；除每章最后有全章总结外，还增加了阶段小结，对学生整合所学内容并记住重要信息大有裨益；各章均列有重要思考题，并设有以“面面观”（seeing both sides）命名的学术论坛，反映心理学发展前沿的问题，客观地介绍争议双方的论述。例如第1章“自私是人的天生特性吗？”第6章“心灵现象（Psi）是否真实？”和最后一章“择偶方面的个体差异是源自进化还是社会学习？”都大大地激发了学生的学习兴趣 and 启发思维。此外，本书还包含了大量插图和详细的上网查阅资料的指导，实在是一本内容充实、图文并茂的心理学基础教材。

最后，由于本书材料新颖、观点全面，我认为它不仅是一本入门的教材，对于心理学界无论哪一个分支的学者，为了不断完善自我，都是一本不可或缺的重要读物。

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PREFACE

The 14th edition of *Atkinson & Hilgard's Introduction to Psychology* marks a new era in this classic introductory psychology textbook. The long-standing authors of the book, Smith, Bem, and Nolen-Hoeksema, are joined by three new authors, Barbara L. Fredrickson and Stephen Maren of the University of Michigan and Geoffrey Loftus of the University of Washington. Fredrickson, Maren, and Loftus bring a fresh new perspective to the text, although they are certainly not new to psychology—all are internationally respected researchers and teachers. Our author team now includes experts who span the broad range of our field, from biological psychology, cognition, and perception to social and personality psychology, and from normal development to psychopathology. All of the authors are award-winning researchers who provide authoritative evaluations of the major issues and findings in psychology.

THE CLASSIC AND THE CONTEMPORARY

The classic studies that are the foundation of psychology are critical for students to understand and appreciate. We continue to cover these studies, emphasizing their impact on the field and on our daily lives. A tremendous amount of innovative work is being done in contemporary psychology, however. In the 14th edition, we cover the most promising new work in psychology, including developments in cognitive neuroscience and research on the brain and behavior, creative applications of basic research in sensation and perception, the “new wave” of research on emotion, genetic and evolutionary theories of personality, critical findings on the origins and treatment of psychopathology, and social psychological perspectives on culture. The result is a comprehensive and exciting overview of the best of the old and the best of the new in psychology.

BIOLOGY, EVOLUTION, AND CULTURE

Three themes are woven throughout this edition of *Introduction to Psychology*: biology, evolution, and culture. Our emphasis on biological bases of behavior is retained from previous editions, but we have expanded our coverage of biologically oriented research in several chapters as well. For example, we have added information on the genetics of temperament in Chapter 3 and on the genetics of personality in Chapter 13, and updated biological models of motives in Chapter 10. We added a section on the biology of posttraumatic stress disorder in Chapter 14, and expanded and updated coverage of research on biological approaches to mental disorders in Chapters 15 and 16. Throughout the book, a new feature called **The Neural Basis of Behavior** is designed to make the biological foundations of behavior more evident.

We have also increased our coverage of evolutionary perspectives in psychology. For example, we added sections on evolutionary psychology to Chapters 1 and 2. We highlighted the evolutionary significance of emotion in Chapter 11 and added a section on evolutionary psychology theories of personality in Chapter 13.

A third emphasis throughout the book is on culture and diversity. For example, in Chapter 6, we discuss cultural variation in alcohol-use disorders. In Chapters 12 and 13, we highlight evidence of cultural bias in tests of intelligence and personality. In Chapters 14 and 15, we discuss differences across cultures in rates of posttraumatic stress and other mental disorders. In Chapter 16, we discuss sociocultural approaches to treatment for mental disorders, and culturally specific treatments. In Chapter 18, we focus on the recent work on culture and social cognition.

MAJOR CONTENT CHANGES

The 14th edition has been extensively revised, with updates to all major sections, reorganization of several chapters, and additions of key new material. Some of the substantive changes in this edition include the following:

CHAPTER 1: THE NATURE OF PSYCHOLOGY

- New examples of how psychology research influences policy are used to help students understand the importance of psychological research. For example, the opening vignette discusses whether a popular reading promotion program is in fact “psychologically correct.”
- The coverage of the historical roots of psychology has been completely revised to emphasize connections with modern movements in psychology. For example, a new section entitled “The Subjectivist Perspective,” provides strong ties to contemporary social, personality, and cultural psychology.
- A new Cutting-Edge Research feature entitled “21st-Century Psychology” highlights developments in interdisciplinary approaches such as cognitive neuroscience, evolutionary psychology, cultural psychology, affective and social cognitive neuroscience, and positive psychology.
- A new section on “Literature Reviews” explains the logic of meta-analyses, which are mentioned frequently throughout the textbook.

CHAPTER 2: BIOLOGICAL FOUNDATIONS OF PSYCHOLOGY

- An opening vignette has been added to illustrate the linkage between complex psychological traits (i.e., personality) and the brain as revealed by the case of Phineas Gage.
- A section concerning evolution of behavior illustrates the operation of natural selection in the context of a behavioral trait (e.g., male aggression).

CHAPTER 3: PSYCHOLOGICAL DEVELOPMENT

- The new opening vignette illustrates the variability in both children’s rate of development and parents’ expectations for their development.

- A section on new research in cognitive development on children’s theory of mind has been added.
- A new Cutting-Edge Research feature highlights the effects of massage therapy on the development of at-risk babies.
- Information on the genetic influences on temperament has been added.
- The coverage of adolescent development has been expanded and updated and now includes a discussion of ethnic identity development among minority youth.

CHAPTER 4: SENSORY PROCESSES

- A new introduction helps students understand the impact of research on sensation on everyday life.
- The section on sensitivity has been revised and expanded to describe more completely (a) the nature of light and (b) psychophysical procedures (the classical Stevens’ power law has been added, described, and illustrated).
- A section on the signal-detection theory has been added.
- The importance of metamers in the development of trichromacy theory has been stressed.

CHAPTER 5: PERCEPTION

- The introduction is entirely changed to (a) motivate the study of perception (via the “The Tent and the Bear” story), and (b) provide an ecological perspective of what perception is used for.
- The new Cutting-Edge Research feature describes research on the use of virtual reality to diminish severe pain.
- Attention—which has been greatly expanded and connected to the Chapter 4 material—is now given its own section, thus providing a framework for viewing the remainder of the chapter. The sections on eye movements have also been expanded.
- A section on “The Binding Problem: Preattentive and Attentive Processes” has been added to the “Recognition” section.
- A section on abstraction has been added.
- The discussion of perceptual constancies has been expanded and the “Illusions” section has been integrated into it.

CHAPTER 6: CONSCIOUSNESS

- A new chapter opening vignette highlights everyday experiences of dissociation or loss of consciousness.
- Cultural and gender issues in alcohol abuse and dependence are now discussed. New coverage includes the effects of acculturation on drinking behavior among Mexican-Americans. In addition, explanations are given for men's greater consumption of alcohol compared to women.
- Research and statistics on drug abuse have been updated.
- A new Cutting-Edge Research feature focuses on the genetics of smoking.

CHAPTER 7: LEARNING AND CONDITIONING

- To illustrate basic principles in learning, an opening vignette about how to teach someone a new trick has been added.
- A new section on inhibitory conditioning is now included.
- A new section on neural mechanisms of learning and conditioning has been added.

CHAPTER 8: MEMORY

- The chapter now begins with a true-life story about the importance of understanding memory for making correct decisions in the criminal-justice system.
- The chapter is reorganized such that the traditional trichotomization of memory into sensory store, short-term store, and long-term store is clarified and emphasized. The historical roots in the Atkinson-Shiffrin theory are described.
- The relation between sensory store, attention, and short-term store is now described. In addition, classic experiments involving partial-report and temporal-integration are described.
- The section on constructive memory has been entirely reconceived to incorporate the importance of research on eyewitness testimony within the legal system.

CHAPTER 9: LANGUAGE AND THOUGHT

- A new discussion of the neural basis of language has been included.
- A new Cutting-Edge Research feature highlights decision making and the brain.

- The coverage of syntax, prototypes, the universality of prototypes and categorization have been thoroughly updated and expanded.

CHAPTER 10: MOTIVATION

- "Wanting Versus Liking," a new Cutting-Edge Research feature, highlights the work by Berridge and colleagues, which separates the brain systems for "wanting" and "liking."
- A new section on the objectification theory provides a detailed psychological explanation of how thin ideal media images can affect rates of eating disorders and other gender-related differences in mental health.
- The prelude to the Seeing Both Sides debate has been reframed to highlight how each perspective takes a different stand on nature and/or nurture, reprising on a theme of Chapter 1.

CHAPTER 11: EMOTION

- The chapter has been reorganized and a new discussion distinguishes emotions from moods.
- The discussion of cognitive appraisal has been updated by including new experimental research that supports the causal role of appraisal in emotion experiences. Coverage of nonconscious appraisal and the neurobiology of appraisals has also been updated.
- New sections on subjective experiences and thought-action tendencies emphasize the evolutionary significance of the latter.
- The new work on positive emotions has been highlighted throughout the chapter and in the Cutting-Edge Research feature.
- Updated discussions of effects of emotions on evaluations and judgment include new, paradigm-shifting work, the communicative function of facial expressions, and the facial feedback hypothesis.
- New sections about emotion regulation and gender and cultural differences in emotion have been added.
- Updated coverage of aggression now includes brain dysfunction associated with impulsive aggression, and a new meta-analysis on the impact of violent video games.

CHAPTER 12: INTELLIGENCE

- The chapter has been reorganized to focus *only on* intelligence, with material on personality assessment moved to Chapter 13.

- A new section on cultural issues in the assessment of intelligence discusses possible biases in intelligence tests that result in apparently lower scores among nonmajority people.
- Controversies concerning cultural issues in theories of intelligence are now included.

CHAPTER 13: PERSONALITY

- The coverage of personality assessment has been moved to this chapter.
- A new section on evolutionary theories of personality has been added.
- The discussion of defense mechanisms is now included in the section about Freudian theory.
- Coverage of projective tests has been expanded to include new data on cultural bias.
- A new section on the research on the genetics of personality has been added.
- A new Cutting-Edge Research feature addresses the notion of “changing your personality with a pill” (e.g., with Prozac).

CHAPTER 14: STRESS, HEALTH, AND COPING

- Cultural issues are now discussed more thoroughly throughout the chapter. For example, in the discussion of posttraumatic stress disorder (PTSD), we added data on differential rates by ethnic group and an expanded section on Bosnian refugees as sufferers of PTSD.
- A section on the biology of PTSD has been added.
- Coverage of the relationship between stress and immune functioning has been expanded.
- A new Cutting-Edge Research feature discusses religion and health.

CHAPTER 15: PSYCHOLOGICAL DISORDERS

- The new chapter opening vignette introduces students to psychological disorders by presenting a case study that focuses on a man with obsessive-compulsive disorder.
- A new Cutting-Edge Research feature focuses on the biology of suicide.
- Neuroimaging studies of anxiety disorders, mood disorders, and schizophrenia are highlighted in these respective sections.

- The discussion of “defining abnormality” now emphasizes cultural norms as important in defining abnormality.
- The section on anxiety disorders now includes *ataque de nervios*, an anxiety-like syndrome seen mostly in Latino cultures.
- The section on schizophrenia now discusses cross-cultural differences in the manifestations and prognosis of schizophrenia.

CHAPTER 16: TREATMENT OF PSYCHOLOGICAL DISORDERS

- A new opening vignette describes a man with schizophrenia and various types of treatment he and his family have found helpful.
- The introduction now includes a discussion of ancient Chinese perspectives on mental illness.
- Descriptions of medications used to treat disorders have been greatly updated.
- The new Cutting-Edge Research feature focuses on herbal treatments for mental disorders.
- The chapter has been reorganized to include a new section that provides coverage of culturally specific treatments of psychological disorders.

CHAPTER 17: SOCIAL INFLUENCE

- The new opening section introduces the “power of situations,” which is then used as a running theme throughout the chapter.
- The sections on social facilitation, deindividuation, bystander effects, and conformity have been extensively revised and updated.
- The new Cutting-Edge Research feature discusses pluralistic ignorance and college drinking.
- A reorganized and revised discussion of the Milgram obedience studies now includes a new subsection on rapidly emerging situations as an explanation for obedience. The section on ideological justification has also been updated to include mention of extremists and Jonestown followers, in addition to Nazi Germany and U.S. military personnel.
- A new section, “Self-Justification,” covers classic work on the cognitive dissonance theory and the self-perception theory in one place.
- “Institutional Norms,” another new section, re-frames the classic Stanford Prison Experiment in broader terms and includes a new discussion of how

the lessons of the Stanford Prison Experiment apply to contemporary U.S. prison policies.

- The discussion of groupthink has been updated to reflect new theories that tie poor group decisions to social identity maintenance and group norms, and highlight the benefits of group diversity.

CHAPTER 18: SOCIAL COGNITION

- The new chapter opening vignette focuses on dual-process models (a.k.a. “two modes of thinking, automatic and controlled”), a focus that is woven throughout the chapter.
- A focus on several nonintuitive studies from the late 1990s, and increased coverage on race and gender stereotypes, are now included in the new section on automatic stereotype activation.
- A new section on stereotypes and inferences presents classic studies by Asch (1946) and Kelley (1950). These studies clearly show how stereotypes and advance reputations color inferences and impression formation and make connections to more recent research on inferences made about women and African Americans.
- A substantial revision of the section on self-fulfilling prophecies includes new evidence that demonstrates that self-fulfilling prophecies can occur automatically and unconsciously and a new discussion of two competing explanations for self-fulfilling prophecies of the self.
- Sections on individuation and efforts to control prejudice and stereotypes have been added.
- New sections on love and self-expansion, as well as transference effects on liking, were added to the discussion of interpersonal attraction.
- The new Cutting-Edge Research feature on culture and cognition centers around new theoretical and empirical advances by Nisbett and colleagues.

PEDAGOGY TO INSURE STUDENT SUCCESS

In the 14th edition, we have added new pedagogical features to assist students in learning the material. Our new **Concept Review Tables** provide quick overviews of the key concepts in a tabular format. The new **Interim Summaries** summarize the main points of each major section.

Critical Thinking Questions are now placed at the end of each major section to challenge students to synthesize and expand upon the material they have just read. In addition, the 14th edition continues to have important pedagogical features that were present in earlier editions. **Chapter Outlines** provide students with an overview of the main topics that will be discussed. **In-text definitions** of core concepts identify the most important concepts in each section and highlight the definition of that concept when it is first introduced. Detailed **Chapter Summaries** review the primary points made across the entire chapter. The **Interim Summaries** and **Chapter Summaries** help students synthesize and retain the key information from the chapter (Reder & Anderson, 1980).

FEATURES RETAINED AND IMPROVED

Popular features from previous editions have been retained and improved in the 14th edition. **Seeing Both Sides** (formerly titled *Contemporary Voices in Psychology*) spotlights important debates within psychology with competing essays from internationally recognized leaders in psychology. This feature introduces students to different ways of approaching significant questions in psychology—a lesson in critical thinking skills—and helps them understand what issues are not yet decided. For example, in Chapter 3, Judith Rich Harris, controversial author of *The Nurture Assumption*, and Jerome Kagan, influential developmental psychologist, debate the influence of parents on children’s development. In Chapter 8, Elizabeth Loftus and Kathy Pezdek address the contentious debate on recovered memories. In Chapter 17, Madeline Heilman and Faye Crosby use basic research in social psychology to debate the value of affirmative action programs.

Cutting-Edge Research (formerly *Frontiers of Psychological Research*) highlights new and innovative theories in psychology, or applications of psychological research to contemporary problems. The issues addressed in the **Cutting-Edge Research** features are new in most chapters of the 14th edition. Students will be fascinated by the new directions psychological research is taking, and the ways psychological research can be used to address important social issues. Some examples include “Distraction Via Virtual Reality Diminishes Severe Pain” (Chapter 5), “The Biology of Suicide”

(Chapter 15), and “Pluralistic Ignorance and College Drinking” (Chapter 17).

COMPLETE TECHNOLOGY INTEGRATION

PSYCH ODYSSEY 1.5

- With every adoption, professors will have the opportunity to include Psych Odyssey 1.5, a 2-disk CD-ROM, free with every new student copy. The CD-ROM features animations, video clips, interactive exercises, and quizzing designed to provide an engaging, multimedia introduction to psychology.
- To help students get the most out of their Psych Odyssey CD-ROM, content tie-ins are provided at the end of every chapter.

PSYK.TREK 2.0

- 2.0, the latest version of Psyk.trek is available separately as a bundle option. Each CD-ROM module provides a multimedia presentation for teaching each topic, mixing real-time video, photographs, and animated graphics with voice-overs, music, and interactive demonstrations of concepts. Students will also benefit from the *Interactive Study Guide*, concept checks, simulations and a multimedia glossary.
- Content tie-ins to Psyk.trek 2.0 are provided at the end of every chapter to help students navigate their CD-ROM.

INFOTRAC

- With every new copy, students will also receive a free 4-month subscription to InfoTrac College Edition, Thomson Learning’s exclusive online library. To further their study of psychology, this subscription will provide students access to hundreds of relevant articles and allow them to write up-to-date quick reaction research papers.
- To help students utilize their InfoTrac subscription, suggested search terms are provided at the end of every chapter as well as in the Cutting-Edge Research feature that appears in every chapter.

WEB RESOURCES

- Relevant websites have been hand-picked for interest and appropriateness. These sites are provided at the end of every chapter and can also be accessed via direct link on the book-specific website at <http://psychology.wadsworth.com/atkinson14e>.
- On the book-specific website, students can also get their bearings with the detailed chapter outline, test their knowledge with interactive quizzing, and access an electronic version of the comprehensive glossary.

CAREFULLY DEVELOPED RESOURCES FOR STUDENTS AND FACULTY ALIKE

Available to qualified adopters. Please consult your local sales representative for details.

Instructor’s Manual & Unit Mastery Guide (0-15-505076-1) by Amy Goldring of the University of California and John Carlson of the University of Hawaii

- Resource Integration Guide
- Introduction & Information on the Unit Mastery Program
- Each chapter includes the following:
 - Chapter outline
 - Notable quotes
 - Chapter terms
 - Approximately 5 lecture ideas with suggestions for further reading (print and websites)
 - Student involvers—approximately 10 essay questions
 - Student involvers—approximately 10 activities and discussion questions
 - Student involvers—approximately 3 class activities and assignments with suggested websites.
 - New! Student involvers—2 critical thinking questions per each major sub-category within the chapter.
 - Film suggestions
 - CR-ROM integration (Psych Odyssey and Psyk.trek) with 1 activity and/or writing assignment per CD-ROM.
 - Exercises built around InfoTrac search terms.
 - Five annotated websites.

- Six Unit Mastery quizzes, each with approximately 10 multiple-choice test items.

Study Guide and Unit Mastery Program (0-15-505124-5)
by John Carlson of the University of Hawaii

- Introduction and information on the Unit Mastery Program
- Each chapter contains:
 - Learning objectives
 - Fill-in-the-blanks: covers important names from each major subcategory in the chapter. Main text page references supplied with the questions.
 - Ideas & Concepts: short-answer questions for each major subcategory in the chapter. Main text page references supplied with the questions. Asterisked items deal with main points of the text.
 - Essay Questions
 - Two sample quizzes. Each with approximately 10 multiple-choice test items.
- Answers for all chapters are found at the back of the Study Guide.

Test Bank (0-15-505952-1) by Jay Bean of Vassar College

- Approximately 165 multiple-choice items per chapter
 - Each item lists the correct answer, topic covered, difficulty level, type (factual or conceptual), and an asterisk if the item is new to this edition.
 - 10 questions per chapter will revolve around content found on Psych Odyssey and Psyk.trek (5 questions per CD).
 - 15 questions per chapter will be available on our website as an on-line quiz. These items will be identified in the test bank by the notation "WWW."
 - 15 questions per chapter will be pulled from the Study Guide and placed within the Test Bank. These items will be identified in the test bank by the notation "SG."
- Approximately 5 essay test items per chapter
- Also available in ExamView (0-15-505070-2)

WebTutor Advantage on Blackboard (0-534-56796-7)
and **WebCT (0-15-505094-X)**

- Learning Objectives
- Chapter Summary
- Chapter Outlines
- Glossary
- Learning Games: crossword puzzles, concentration, etc.

- Fill-in-the-blank test items
- Multiple-Choice test items
- Discussion Questions
- Discussion Questions
- CD-ROM notation and overview
- InfoTrac College Edition keyword search terms and exercises
- Internet Activities
- Video clips with introductions and two critical thinking questions
- Simulations
- For WebTutor Advantage Plus—E*Book file of complete text

WebTutor Advantage Plus (E*Book) on Blackboard (0-534-56797-5) and WebCT (0-534-56798-3)

- Contains all of the items mentioned above, as well as the entire text in electronic form.

Multimedia Manager for Introductory Psychology (0-15-505100-8)

- Chapter by chapter lecture outlines in Microsoft PowerPoint.
- Within each chapter's lecture outline, you will find integrated art from the text, CNN video clips, and animations.

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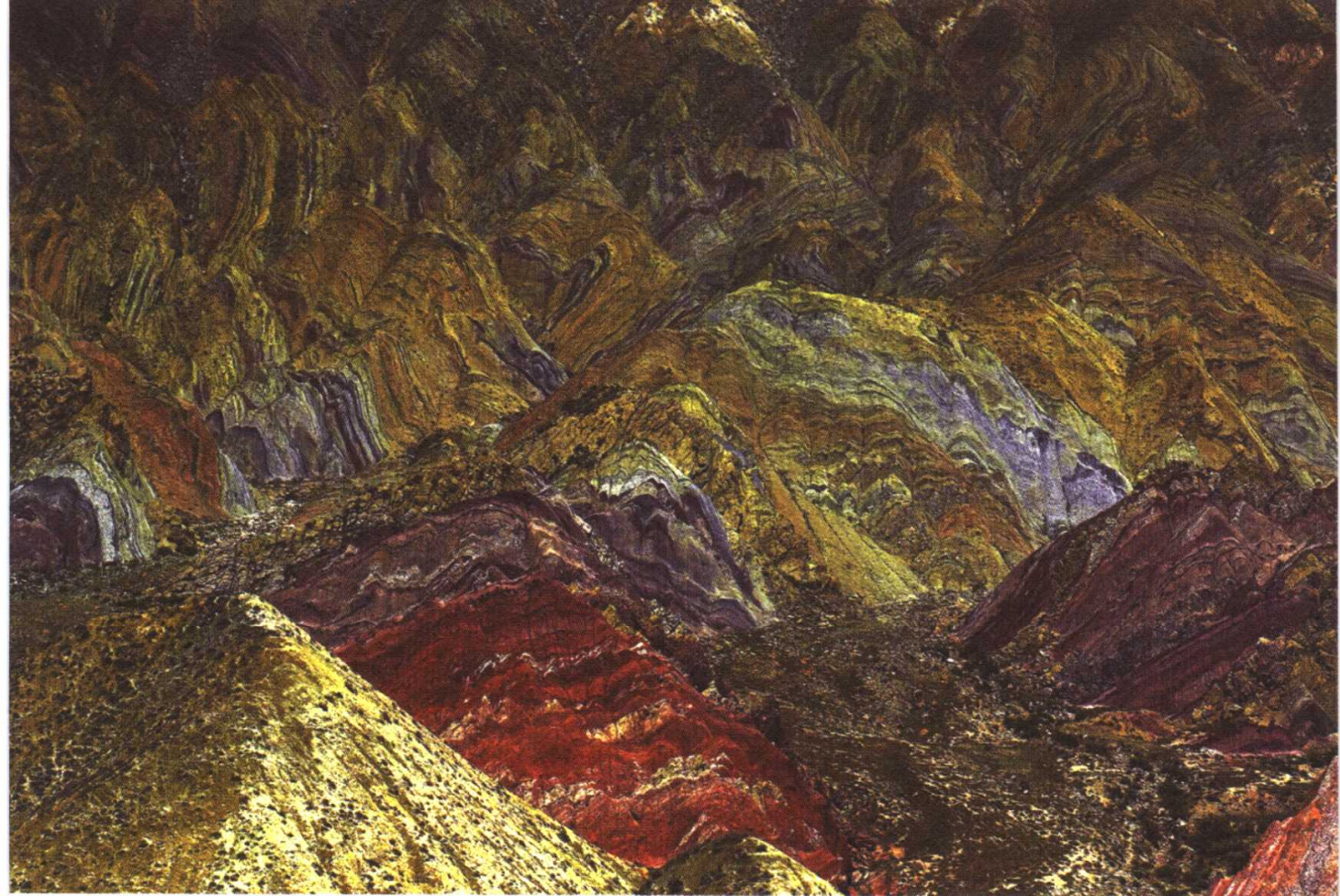
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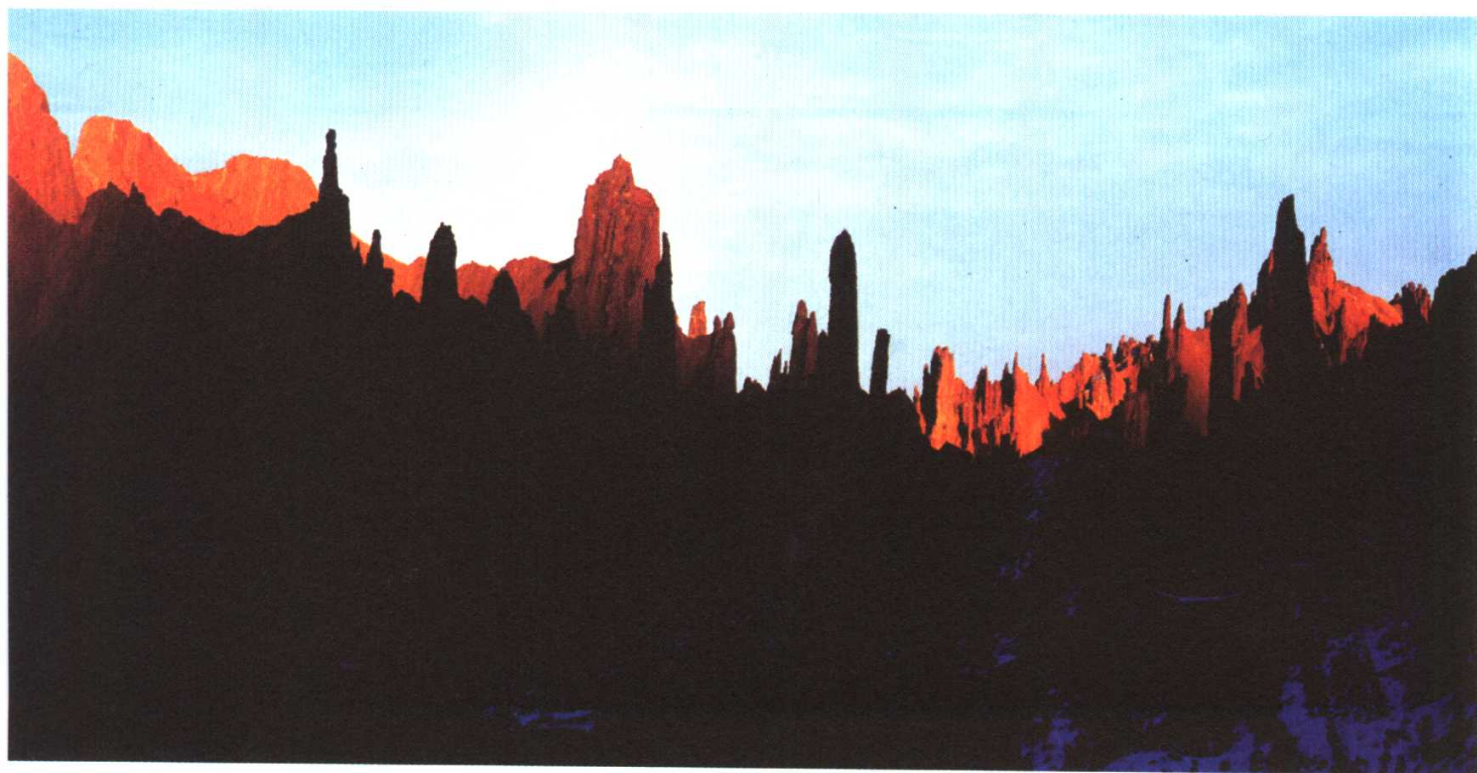
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