

Brief Contents

1	Psychology: A Science and a Perspective	2
	Biological Bases of Behavior	40
200	Sensation and Perception: Making Contact with the World Around Us	82
4	States of Consciousness	128
5	Learning: How We're Changed by Experience	167
6	Memory: Of Things Remembered and Forgotten	208
7	Cognition: Thinking, Deciding, Communicating	246
8	Human Development I: The Childhood Years	284
9	Human Development II: Adolescence, Adulthood, and Aging	328
10	Motivation and Emotion	368
11	Intelligence: Cognitive, Practical, Emotional	410
12	Personality: Uniqueness and Consistency in the Behavior of Individuals	448
13	Health, Stress, and Coping	488
14	Mental Disorders: Their Nature and Causes	530
15	Therapies: Techniques for Alleviating Mental Disorders	576
16	Social Thought and Social Behavior	617

Contents

Preface xix

Acknowledgments xxix

About the Authors xxxii



Psychology: A Science . . . and a Perspective

Modern Psychology: What It Is and How It Originated 5

Psychology's Parents: Philosophy and Physiology 5

Early Battles over What Psychology Should Study: Structuralism, Functionalism, Behaviorism 7

Challenges to Behaviorism—and the Emergence of Modern Psychology 8

Psychology: Its Grand Issues and Key Perspectives 10

Key Perspectives in Psychology: The Many Facets of Behavior 11

Psychology 2000: Trends for the New Millennium 12

Psychology and Diversity:
The Multicultural Perspective 13

Evolutionary Psychology: A New Perspective on "Human Nature" 15

The Exportation of Psychology: From Science to Practice 17

From Science to Practice:

■ Preventing Deaths under Anesthesia: Human Factors (Engineering Psychology) to the Rescue 18

Psychology and the Scientific Method 19

The Scientific Method: Its Basic Nature 19
The Role of Theory in the Scientific Method 20
Advantages of the Scientific Method: Why
Common Sense Often Leads Us Astray 21

Research Methods in Psychology: How Psychologists Answer Questions about Behavior 24

Observation: Describing the World around Us 24

Correlation: The Search for Relationships 26

The Experimental Method: Knowledge through

Systematic Intervention 28 Ethical Issues in Psychological Research 31

Using This Book: An Overview of Its Special Features 35

making Psychology Part of Your Life

■ How to Study Psychology—or Any Other Subject—Effectively 36



Biological Bases of Behavior

40

Neurons: Building Blocks of the Nervous System 44

Neurons: Their Basic Structure 44
Neurons: Their Basic Function 45
Neurotransmitters: Chemical Keys to the
Nervous System 48

The Nervous System: Its Basic Structure and Functions 50

The Nervous System: Its Major Divisions 50

The Endocrine System: Chemical Regulators of Bodily Processes 52

The Brain: Where Consciousness . . . Is 55

The Brain Stem: Survival Basics 55

The Hypothalamus, Thalamus, and Limbic System: Motivation and Emotion 56

ix

Beyond the Headlines

■ As Psychologists See It—Is Violence the Result of Faulty Neural Brakes? 57

The Cerebral Cortex: The Core of
Complex Thought 58
Two Minds in One Body? Our Divided Brains 61

Research methods

■ How Psychologists Study the Nervous System and the Brain 64

The Brain and Human Behavior: Where Biology and Consciousness Meet 66

How the Brain Functions: An Example from Visual Perception 67 The Brain and Human Speech 69 The Brain and Higher Mental Processes 70

Heredity and Behavior: Genetics and Evolutionary Psychology 72

Genetics: Some Basic Principles 73

Disentangling Genetic and Environmental Effects:
Research Strategies 74

From Science to Practice:

Identifying Genetic Factors in Human Disorders: Decoding Iceland 75

Evolutionary Psychology: Genes in Action 76

making Psychology Part of Your Life:

■ The Nature-Nurture Controversy in the New Millennium: Adopting a Balanced View of the Role of Genetic Factors in Human Behavior 78

3

Sensation and Perception: Making

Contact with the World around Us

82

Sensation: The Raw Materials of Understanding 85

Sensory Thresholds: How Much Stimulation Is Enough? 86

Research Methods:

■ How Psychologists Measure Sensory Thresholds—The Role of Psychophysical Procedures 87

Sensory Adaptation: "It Feels Great Once You Get Used to It" 90

Vision 91

The Eye Its Basic Structure 91
Light. The Physical Stimulus for Vision 93
Basic Functions of the Visual System: Acuity, Dark
Adaptation, and Eye Movements 94
Color Vision 96
Vision and the Brain: Processing Visual
Information 97

Hearing 98

The Ear: Its Basic Structure 98
Sound: The Physical Stimulus for
Hearing 99
Pitch Perception 100
Sound Localization 101

Beyond the Headlines

■ As Psychologists See It—Premature Hearing Loss: The High Cost of Modern Living 102

Touch and Other Skin Senses 104

Pain: Its Nature and Control 104

Smell and Taste: The Chemical Senses 106 Smell and Taste: How They Operate 106

Smell and Taste: How They Operate 106 Smell and Taste: Some Interesting Facts 108

Kinesthesia and Vestibular Sense 109

From Science to Practice

Distance 118

How a Basic Understanding of Sensory Processes Can Improve the Usefulness of Virtual Technologies 111

Perception: Putting It All Together 112

Perception: The Focus of Our Attention 112
Perception: Some Organizing Principles 113
Constancies and Illusions: When Perception
Succeeds—and Fails 114
Some Key Perceptual Processes: Pattern and

The Plasticity of Perception: To What Extent Is It Innate or Learned? 121

Perception: Evidence That It's Innate 121
Perception: Evidence That It's Learned 122
Must We Resolve the Nature–Nurture
Controversy? 122

Extrasensory Perception: Perception without Sensation? 123

Psi: What Is It? 123 Psi: Does It Really Exist? 123

Making Psychology Part Of Your Life

Managing Your Pain: Some Useful Tips 1



States of Consciousness

128

Biological Rhythms: Tides of Life—and Conscious Experience 131

Circadian Rhythms: Their Basic Nature 131
Longer-Term Biological Rhythms: Mechanisms
That Govern Mating and Hibernation 132
Individual Differences in Circadian Rhythms:
Are You a Morning Person or a Night
Person? 132

Disturbances in Circadian Rhythms: Jet Lag and Shift Work 133

From Science to Practice

■ Counteracting the "Drowsy Driver" Syndrome: When Sounds—and Scents—Save Lives 135

Waking States of Consciousness 136

Controlled and Automatic Processing: Two Modes
of Thought 136

Self-Awareness: Some Effects of Thinking about Ourselves 139

Sleep: The Pause That Refreshes? 142

Research methods

How Psychologists Study Sleep 142
Sleep: What Functions Does It Serve? 144
Effects of Sleep Deprivation 145
Sleep Disorders: No Rest for Some of the Weary 146
Dreams: "Now Playing in Your Private, Inner Theater . . . " 148

Hypnosis: Altered State of Consciousness . . . or Social Role Playing? 150

Hypnosis: How It's Done and Who Is Susceptible to It 150

Hypnosis: Contrasting Views about Its Nature 151

Consciousness-Altering Drugs: What They Are and What They Do 154

Consciousness-Altering Drugs: Some Basic Concepts 155

Psychological Mechanisms Underlying Drug Abuse: Contrasting Views 156

Consciousness-Altering Drugs: An Overview 157

Beyond The Headlines.

As Psychologists See It—Can You Buy the Fountain of Youth on the Internet? "Buyer Beware" Strikes Again 161

Making Psychology Part of Your Life

M Are You High or Low in Private Self-Consciousness?

A Self-Assessment 162



Learning: How We're Changed by Experience

166

Classical Conditioning: Learning That Some Stimuli Signal Others 169

Pavlov's Early Work on Classical Conditioning: Does This Ring a Bell? 171

Classical Conditioning: Some Basic Principles 171

Classical Conditioning: The Neural Basis of Learning 175

Classical Conditioning: Exceptions to the Rules 175

Classical Conditioning: A Cognitive Perspective 178

Classical Conditioning: Turning Principles into Action 179

Beyond The Headlines

■ As Psychologists See It—A New Approach to Teen Crime 181

Operant Conditioning: Learning Based on Consequences 182

The Nature of Operant Conditioning: Consequential Operations 183

From Science To Practice

"Horse Whispering": Applying Operant Conditioning to Treat Troubled Horses 185

Operant Conditioning: Some Basic Principles 186 Operant Conditioning: A Cognitive Perspective 194

Research Methods.

How Psychologists Study Applications of Operant Conditioning 197

Applying Operant Conditioning: Solving Problems of Everyday Life 199

Observational Learning: Learning from the Behavior and Outcomes of Others 200

Observational Learning: Some Basic Principles 200

Observational Learning and Aggression 201
Observational Learning and Culture 202

Observational Learning: Some Practical Applications 203

making Psychology Part of Your Life

■ Getting in Shape: Using Principles of Learning to Get Fit and Stay Fit 204



Memory: Of Things Remembered . . . and Forgotten

208

Human Memory: Two Influential Views 210

The Atkinson and Shiffrin Model 211
Neural Networks Models: Parallel Processing of
Information 212

Kinds of Information Stored in Memory 214

Working Memory: The Workbench of Consciousness 215

Research Methods

■ How Psychologists Study Memory 218

Memory for Factual Information: Episodic and Semantic Memory 219

Memory for Skills: Procedural Memory 223

Forgetting: Some Contrasting Views 225

Forgetting as a Result of Interference 225 Forgetting and Retrieval Inhibition 226

Memory Distortion and Memory Construction 226

Distortion and the Influence of Schemas 227

Memory Construction: Remembering What Didn't

Happen 228

Memory in Everyday Life 230

Repression: "What's Too Painful to Remember, We Simply Choose to Forget" 230

Autobiographical Memory: Remembering the Events of Our Own Lives 232

Memory for Emotionally Laden Events: Flashbulb Memories and the Effects of Mood on Memory 234

From Science to Practice:

Mental Contamination and the Legal System: Can Jurors Really "Strike It from the Record"? 236

Memory and the Brain: Evidence from Memory Impairments and Other Sources 237

Amnesia and Other Memory Disorders: Keys for Unlocking Brain–Memory Links 237 Memory and the Brain: A Modern View 239

Beyond the Headlines

■ As Psychologists See It—Can Chewing Gum Improve Your Memory? 241

making Psychology Part of Your Life

Improving Your Memory: Some Useful Steps 242

7

Cognition:

Thinking, Deciding, Communicating

246

Thinking: Forming Concepts and Reasoning to Conclusions 249

Basic Elements of Thought: Concepts, Propositions, Images 250

Research methods.

■ How Psychologists Study Cognitive Processes 253

Reasoning: Transforming Information to Reach Conclusions 254

Making Decisions: Choosing among Alternatives 258

Heuristics: Using Quick—but Fallible—Rules of Thumb to Make Decisions 259

Framing and Decision Strategy 260

Escalation of Commitment: Getting Trapped in Bad Decisions 262

Emotions and Decision Making: The Magnifying Effects of Unexpected Loss and Gain 263

Beyond the Headlines:

■ As Psychologists See It—Was It the Weather, or Did Faulty Reasoning Kill JFK Jr.? 264

Naturalistic Decision Making: Making Choices in the Real World 266

Problem Solving: Finding Paths to Desired Goals 267

Problem Solving: An Overview 267

Methods for Solving Problems: From Trial and Error to Heuristics 268

Facilitating Effective Problem Solving: The Role of Metacognitive Processing 269

Factors That Interfere with Effective Problem Solving 270

Artificial Intelligence: Can Machines Really Think? 272 From Science to Practice

Intelligent Agents: Just How Smart Are
They? 273

Language: The Communication of Information 275

Language: Its Basic Nature 275
The Development of Language 275
Language and Thought: Do We Think What We
Say or Say What We Think? 278
Language in Other Species 279

making Psychology Part of Your Life:
■ Making Better Decisions 281



Human Development I:

The Childhood Years

284

Physical Growth and Development 287

The Prenatal Period 287
Prenatal Influences on Development 288

Beyond the Headlines:

■ As Psychologists See It—Playpen Peril? The Potentially Harmful Effects of Plastic Toys 290

Physical Development during Our Early Years 291

Perceptual Development 294

Research methods

■ How Psychologists Study Development 296

Cognitive Development: Changes in Our Ability to Understand the World around Us 298

Piaget's Theory: An Overview 298
Piaget's Theory: A Modern Assessment 302
Beyond Piaget: Children's Theory of Mind and
Research on the Information-Processing
Perspective 304

Moral Development: Reasoning about "Right" and "Wrong" 307

Kohlberg's Stages of Moral Understanding 308 Evidence Concerning Kohlberg's Theory 309

Social and Emotional Development: Forming Relationships with Others 311

Emotional Development and Temperament 311 Attachment: The Beginnings of Love 313 School and Friendships: Key Factors in Social Development 317

From Science to Practice

■ Making Playgrounds Safer: Some Concrete Steps 318

Do Parents Really Matter? A Recent—and Continuing—Controversy 319

From Gender Identity to Sex-Category
Constancy: How Children Come to Understand
That They Are Female or Male 321

Children's Growing Sophistication with Respect to Gender 322

Gender Development: Contrasting Explanations of How It Occurs 322

making Psychology Part of Your Life:

■ Combating Childhood Obesity 324

9

Human Development II:

Adolescence, Adulthood, and Aging

328

Adolescence: Between Child and Adult 330

Physical Development during Adolescence 330
Cognitive Development during Adolescence 332
Social and Emotional Development during
Adolescence 333

Adolescence in the New Millennium: A Generation at Risk? 338

Beyond The Headlines:

■ As Psychologists See It—Preventing Teen Pregnancies: Should Adolescents Decide? 340

Development during Our Adult Years 343

Contrasting Views of Adult Development: Stage
Theories versus the Contextual Approach 343
Physical Change during Our Adult Years 347
Cognitive Change during Adulthood 351
Social and Emotional Development during
Adulthood 355

Aging, Death, and Bereavement 359

Theories of Aging: Contrasting Views about Why We Grow Old 359

From Science to Practice:

Living Longer—and Healthier—Lives: Some Concrete Steps 360 Meeting Death: Facing the End of Life 361
Bereavement: Coming to Terms with the Death of
Loved Ones 363

making Psychology Part of Your Life.

Helping Others Cope with Bereavement: Effective Condolence Behavior 365



Motivation and Emotion

368

Motivation: The Activation and Persistence of Behavior 371

Theories of Motivation: Some Major Perspectives 372

From Science to Practice:

■ Using Goal Setting to Increase Occupational Safety and Save Lives 375

Hunger: Regulating Our Caloric Intake 378
Sexual Motivation: The Most Intimate Motive 381
Aggressive Motivation: The Most Dangerous
Motive 386

Research Methods:

■ How Psychologists Study Aggression 389

Achievement Motivation: The Desire to Excel 390

Beyond the Headlines:

■ As Psychologists See It—The Need for Stimulation . . . and How It Can Get Out of Hand 393

Intrinsic Motivation: How, Sometimes, to Turn Play into Work 394

Emotions: Their Nature, Expression, and Impact 395

The Nature of Emotions: Some Contrasting Views 396

The Biological Basis of Emotions 399

The External Expression of Emotion: Outward Signs of Inner Feelings 401

Emotion and Cognition: How Feelings Shape Thought and Thought Shapes Feelings 402

Subjective Well-Being: Some Thoughts on Personal Happiness 404

making Psychology Part of Your Life:

■ Some Tips on Winning the Battle of the Bulge 406



Intelligence: Cognitive, Practical, Emotional

410

Intelligence: Contrasting Views of Its Nature 413

Intelligence: Unitary or Multifaceted? 413
Gardner's Theory of Multiple Intelligences 414
Sternberg's Triarchic Theory: The Value of Practical
Intelligence 415
Cattell's Theory of Fluid and Crystallized
Intelligence 416

Measuring Intelligence 416

IQ: Its Meaning Then and Now 417
The Wechsler Scales 417
Individual Tests of Intelligence: Measuring the
Extremes 419

Beyond the Headlines:

■ As Psychologists See It—Williams Syndrome: Mentally Challenged Persons with Music in Their Souls 420

Group Tests of Intelligence 421

Research methods:

How Psychologists Evaluate Their Own Assessment Tools: Basic Requirements of Psychological Tests 422

The Cognitive Basis of Intelligence: Processing Speed 424

The Neural Basis of Intelligence: Intelligence and Neural Efficiency 425

From Science to Practice:

■ Predicting Career Success: Competency Assessment 426

Human Intelligence: The Role of Heredity and the Role of Environment 428

Evidence for the Influence of Heredity 428
Evidence for the Influence of Environmental
Factors 431

Environment, Heredity, and Intelligence: Summing Up 433

Group Differences in Intelligence Test Scores: Why They Occur 434

Group Differences in IQ Scores: Evidence for the
Role of Environmental Factors 434
Group Differences in IQ Scores: Is There Any
Evidence for the Role of Genetic Factors? 435
Gender Differences in Intelligence 437

Emotional Intelligence: The Feeling Side of Intelligence 439

Major Components of Emotional Intelligence 439
Emotional Intelligence: Evidence on Its Existence
and Effects 441

Creativity: Generating the Extraordinary 442

Contrasting Views of Creativity 443
Research on Creativity: Evidence for the
Confluence Approach 444

making Psychology Part of Your Life:

Managing Your Own Anger: A Very Useful Skill 445

12

Personality: Uniqueness and Consistency in the Behavior of Individuals 448

Personality: Is It Real? 450

The Psychoanalytic Approach: Messages from the Unconscious 452

Freud the Person 452
Freud's Theory of Personality 453
Research Related to Freud's Theory: Probing the Unconscious 458
Freud's Theory: An Overall Evaluation 461
Other Psychoanalytic Views: Freud's Disciples . . . and Defectors 461

Humanistic Theories: Emphasis on Growth 463

Rogers's Self Theory: Becoming a Fully Functioning Person 464 Maslow and the Study of Self-Actualizing People 465

Research Related to Humanistic Theories: Studying the Self-Concept 466

Beyond the Headlines:

■ As Psychologists See It—What's In a Name? Ask the People Who Have Unusual Ones 467

Humanistic Theories: An Evaluation 468

Trait Theories: Seeking the Key Dimensions of Personality 468

The Search for Basic Traits: Initial Efforts by Allport and Cattell 469

The "Big Five" Factors: The Basic Dimensions of Personality? 470

Trait Theories: An Evaluation 471

Learning Approaches to Personality 472

Social Cognitive Theory: A Modern View of Personality 473 Research on the Learning Perspective 474

From Science to Practice

■ The Potential Benefits of Boosting Self-Efficacy: Helping Unemployed Persons to Help Themselves 474

Evaluation of the Learning Approach 475

Measuring Personality 476

Self-Report Tests of Personality: Questionnaires and Inventories 476 Projective Measures of Personality 478 Other Measures: Behavioral Observations,

Interviews, and Biological Measures 479

Modern Research on Personality: Applications to Personal Health and Behavior in Work Settings 479

Personality and Health: The Type A Behavior Pattern, Sensation Seeking, and Longevity 480

Personality and Behavior in Work Settings: Job Performance and Workplace Aggression 482

making Psychology Part of Your Life:

■ Are You a Type A? 484

15

Health, Stress, and Coping

488

Health Psychology: An Overview 490

Research methods:

■ How Psychologists Study Health Behavior 493

Stress: Its Causes, Effects, and Control 494

Stress: Its Basic Nature 494
Stress: Some Major Causes 497
Stress: Some Major Effects 500

Understanding and Communicating Our Health Needs 504

Health Beliefs: When Do We Seek Medical Advice? 504

Doctor-Patient Interactions: Why Can't We Talk to Our Doctors? 505

From Science to Practice:

Surfing for Solutions to Medical Problems on the Internet: Using Information Technologies to Diagnose Our Illnesses 507

Behavioral and Psychological Correlates of Illness: The Effects of Thoughts and Actions on Health 509

Smoking: Risky for You and Everyone around You 510

Beyond the Headlines:

■ As Psychologists See It—A New Weapon in the Antismoking Arsenal

Diet and Nutrition: What You Eat May Save Your Life 513

Alcohol Consumption: Here's to Your Health? 515

Emotions and Health 517

AIDS: A Tragic Assault on Public Health 518

Promoting Wellness: Developing a Healthier Lifestyle 521

Primary Prevention: Decreasing the Risks of Illness 521

Secondary Prevention: The Role of Early Detection in Disease and Illness 524

Making Psychology Part of Your Life:

Managing Stress: Some Useful Tactics



Mental Disorders:

Their Nature and Causes 530

Models of Abnormality: Changing Conceptions of Mental Disorders 533

From the Ancient World to the Age of Enlightenment 533

Modern Perspectives: Biological, Psychological, Sociocultural, and Diathesis-Stress Models 535

Assessment and Diagnosis: The DSM-IV and Other Tools 537

Research Methods:

■ How Psychologists Assess Mental Disorders 540

Disorders of Infancy, Childhood, and Adolescence

Disruptive Behavior 542

From Science to Practice:

Preventing Conduct Disorder—or Worse!

Attention-Deficit/Hyperactivity Disorder

Feeding and Eating Disorders 544

Autism: A Pervasive Developmental Disorder 546

Mood Disorders: The Downs and Ups of

Depressive Disorders: Probing the Depths of Despair 549

Bipolar Disorders: Riding the Emotional Roller

The Causes of Depression: Its Biological and Psychological Roots 550

Suicide: When Life Becomes Unbearable 551

Anxiety Disorders: When Dread Debilitates 553

Phobias: Excessive Fear of Specific Objects or Situations 553

Panic Disorder and Agoraphobia 554

Obsessive-Compulsive Disorder: Behaviors and Thoughts outside One's Control 555

Posttraumatic Stress Disorder 556

Dissociative and Somatoform Disorders 558

Dissociative Disorders 558

Somatoform Disorders: Physical Symptoms without Physical Causes 560

Sexual and Gender Identity Disorders

Sexual Dysfunctions: Disturbances in Desire and Arousal 561

Paraphilias: Disturbances in Sexual Object or Behavior 561

Gender Identity Disorders 563

Personality Disorders: Traits That Harm 563

Beyond The Headlines:

■ As Psychologists See It—Life without a Conscience: 566 The Antisocial Personality Disorder in Action

567 Schizophrenia: Losing Touch with Reality

The Nature of Schizophrenia 567 The Onset and Course of Schizophrenia 568 Causes of Schizophrenia 569

Substance-Related Disorders

Making Psychology Part of Your Life

572 Preventing Suicide: How You Can Help



15 Therapies: Techniques for Alleviating Mental Disorders

576

Psychotherapies: Psychological Approaches to

Psychodynamic Therapies: From Repression to

Phenomenological / Experiential Therapies: Emphasizing the Positive 582

Behavior Therapies: Mental Disorders and Faulty Learning 584

Cognitive Therapies: Changing Disordered Thought 587

Alternatives to Individual Psychotherapy: Group Therapy, Marital Therapy, Family Therapy, and Psychosocial Rehabilitation 589

Group Therapies: Working Together to Solve Personal Problems 590

Marital and Family Therapies: Therapies Focused on Interpersonal Relations 591

Beyond the Headlines:

■ As Psychologists See It—Is Better Sex the Key to a Happier Marriage? Don't Bet on It!

Self-Help Groups: When Misery Derives Comfort from Company 595

Psychosocial Rehabilitation 596

Biological Therapies 597

Drug Therapy: The Pharmacological Revolution 597

Electroconvulsive Therapy 601 Psychosurgery 602

603 Psychotherapy: Is It Effective?

Research Methods:

How Psychologists Study the Effectiveness of Psychotherapy 603

The Effectiveness of Psychotherapy: An Overview of Key Findings 604

Are Some Forms of Therapy More Successful Than Others? 605

Culturally Sensitive Psychotherapy 607

The Prevention of Mental Disorders: Community Psychology and Its Legacy

Legal and Ethical Issues Relating to Mental 610 Disorders

The Rights of Individuals and the Rights of Society 610 Ethical Issues in the Practice of Psychotherapy 611

making Psychology Part of Your Life:

612 How to Choose a Therapist: A Consumer's Guide



Social Thought and Social Behavior

616

Social Thought: Thinking about Other People 619

Attribution: Understanding the Causes of Others' Behavior 619

From Science to Practice:

Attributional Augmenting and Perceptions of Female Entrepreneurs 623

Social Cognition: How We Process Social Information 624

Attitudes: Evaluating the Social World 628

Research methods:

■ How Psychologists Measure Attitudes—from Attitude Scales to the "Bogus Pipeline" 631

Social Behavior: Interacting with Others 636

Prejudice: Distorted Views of the Social World . . . and Their Effects 636 Social Influence: Changing Others' Behavior 641

Beyond the Headlines:

■ As Psychologists See It—What Happens When Social Norms Encourage a "Lifestyle to Die For"? 643

Attraction and Love 647 Leadership: One Important Group Process 653

making Psychology Part of Your Life:

Some Guidelines for Having a Happy Romantic Relationship 656

Appendix: Statistics: Usesand Potential Abuses 659

Descriptive Statistics: Summarizing Data 659 Measures of Central Tendency: Finding the Center 661

xviii Contents

Measures of Dispersion: Assessing the Spread 661 The Normal Curve: Putting Descriptive Statistics to Work 662

Inferential Statistics: Determining Whether Differences Are or Are Not Real 663

Correlation and Prediction 665

The Misuse of Statistics: Numbers Don't Lie . . . or Do They? 666

Random Events Don't Always Seem Random 666 Large Samples Provide a Better Basis for Reaching Conclusions Than Small Ones 667

The state of the s

Unbiased Samples Provide a Better Basis for Reaching Conclusions Than Biased Ones 667 Unexpressed Comparisons Are Often Meaningless 667 Some Differences Aren't Really There 668

Glossary G-1
References R-1
Name Index I-1
Subject Index I-13