

PSYCHOLOGY

10th Edition



Hockenbury and Hockenbury

PSYCHOLOGY

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FIFTH EDITION
PSYCHOLOGY

Don H. Hockenbury
Tulsa Community College

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To the miracle workers—

Tracey, Sarah, and Barbara





ABOUT THE AUTHORS

Don and Sandy Hockenbury are the authors of *Psychology* and *Discovering Psychology*. As an author team, they bring their unique talents and abilities to the teaching of introductory psychology.

Don H. Hockenbury is Associate Professor of Psychology at Tulsa Community College. Don received his B.S. in psychology and his M.A. in clinical psychology from the University of Tulsa. Before he began his teaching career, he worked in psychiatric facilities and in private practice. With over 25 years experience teaching psychology, Don is a recipient of the Tulsa Community College Award for Teaching Excellence. Although he enjoys the unique challenges of teaching online, the classroom setting is still his favorite forum for teaching students about the science and personal relevance of psychology. Before co-authoring *Psychology* and *Discovering Psychology*, Don was a reviewer and supplements author for several psychology textbooks.

Don's favorite topics include biopsychology, sleep and dreaming, applied cognition, psychological disorders, and the history of psychology. Don belongs to several professional organizations, including the Association of Psychological Science (APS), the American Psychological Association (APA), the Society of Applied Research in Memory and Cognition (SARMAC), and the American Academy of Sleep Medicine (AASM).

Sandra E. Hockenbury is a science writer who specializes in psychology. Sandy received her B.A. from Shimer College and her M.A. from the University of Chicago, where she was also a Research Associate at the Institute of Social and Behavioral Pathology. Prior to co-authoring *Psychology* and *Discovering Psychology*, Sandy worked for several years as a psychology editor in both academic and college textbook publishing. Sandy has also taught as an adjunct faculty member at Tulsa Community College.

Sandy's areas of interest include positive psychology, animal cognition and behavior, cultural psychology, mind-body interaction, and the intersection of Buddhist philosophy, neuroscience, and psychology. She is a member of the Association of Psychological Science (APS) and the American Association for the Advancement of Science (AAAS).

Don and Sandy's daughter, Laura, is a college freshman who, like her parents, has wide-ranging interests, including neuroscience, the arts, and ecology. Laura also plays classical and improvisational piano, performs comedy sketches and improv, is an enthusiastic ultimate Frisbee player, and a volunteer clown named "Dandy."

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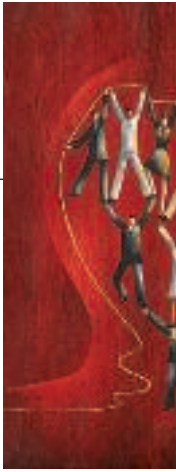


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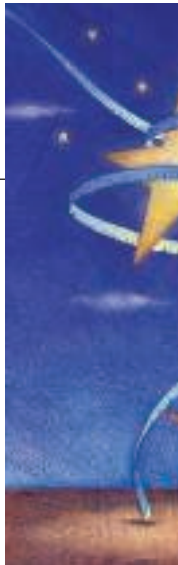
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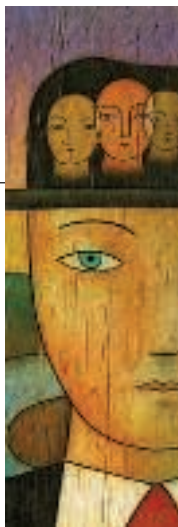
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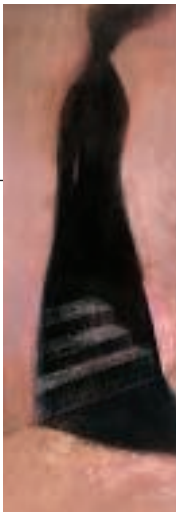


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TO THE INSTRUCTOR

Welcome to the fifth edition of *Psychology*! For those of you who are using *Psychology* for the first time, this faculty preface will help orient you to the many features of our text, its supplements, and its media package. If you want to get the most out of our book and teaching package, reading this preface will be well worth your time.

To those of you who used a previous edition of *Psychology*, thank you for helping make our text a success! (And to those of you who have used all four previous editions of *Psychology*, we've put you in our wills.) Rest assured that, once again, we have taken several steps to help make your transition to the new edition as smooth and easy as possible. As we've done previously, we have assembled a complete, detailed, and page-referenced list of changes in the new edition. You can find that list and other helpful materials in the instructor's section of the *Psychology*, Fifth Edition, companion Web site.

We've been gratified by the enthusiastic response to the four previous editions of *Psychology*. We've especially enjoyed the emails we've received from students who felt that our book was speaking directly to them. Students and faculty alike told us how much they appreciated *Psychology*'s distinctive voice, its inviting learning environment, the engaging writing style, and the clarity of its explanations—qualities we've maintained in the fifth edition. It's hard to believe, but we've spent the last 20 years of our lives researching and writing five editions of *Psychology*. Watching the evolution of new research over the past two decades has only solidified our conviction that psychology is the most exciting science that exists.

Before we wrote the first word of the first edition, we had a clear vision for *Psychology*: combine the scientific authority of psychology with a narrative that engages students and relates to their lives. Drawing from decades (yes, it really has been decades) of teaching experience, we wrote a book that weaves cutting-edge psychological science with real-life stories that draw students of all kinds into the narrative.

More so than any other science, psychology speaks to students' lives. It provides a wealth of practical insights about behavior and mental processes. Throughout the text, we strive to communicate the excitement of scientific discovery and the relevance of psychological findings to students. It is a labor of love, not only for the sake of our discipline but also for those wonderful "aha!" moments when some everyday be-

havior suddenly makes sense to a student.

This edition of *Psychology* reflects our continued commitment to the goals that have guided us as teachers and authors. Once again, we invite you to explore every page of the new edition of *Psychology*, so you can see firsthand how we:

- Communicate both the scientific rigor and personal relevance of psychology
- Clearly explain psychological concepts and how they are linked
- Present controversial topics in an impartial and even-handed fashion
- Show how classic psychological studies help set the stage for today's research
- Personalize historical figures in psychology with interesting biographical details
- Encourage and model critical and scientific thinking
- Expand student awareness of cultural and gender influences
- Create a student-friendly, personal learning environment
- Actively engage diverse students, including adult learners
- Provide an effective pedagogical system that helps students develop more effective learning strategies.



What Do Psychologists Study? Conformity and confrontation, friendliness and fear, assertiveness and aggression. Private thoughts, public behavior. Optimism and hope, pessimism and distress. These are just a few of the wide range of topics studied in *psychology*, the science of behavior and mental processes. But whether psychologists study the behavior of a single brain cell or the behavior of a crowd of people, they rely on the scientific method to guide their investigations.

What's New in the Fifth Edition

We began the revision process with the thoughtful recommendations and feedback we received from hundreds of faculty using the text, from reviewers, and from colleagues. We also had face-to-face dialogues with our own students as well as groups of students across the country. After carefully evaluating the feedback from faculty and students, we worked, fueled at times by too many cups of coffee, to create the book you now have in your hands.

This fifth edition reflects an exhaustive updating with new coverage of the latest research, a stunning new design, and some exciting new media options. We have pored over dozens of journals and clicked through thousands of Web sites to learn about the latest in psychological science. As a result, this new edition features hundreds of new references, completely revamped sections on research methods (Chapter 1) and sleep and dreaming (Chapter 4), and dramatically revised chapters on neuroscience and behavior (Chapter 2), sensation and perception (Chapter 3), memory (Chapter 6), cognitive psychology (Chapter 7), and psychological disorders (Chapter 14). In addition, we have significantly updated coverage of neuroscience and expanded our coverage of culture and diversity throughout.

The Latest Psychological Science

Faculty have told us how much they appreciate our efforts to present interesting and current psychology research to students. Keeping up with our incredibly diverse and productive discipline is an ongoing process. Just so you know, we currently subscribe to 19 print and 6 electronic journals, and we regularly monitor multiple psychology, neuroscience, and life science Web sites. And, we both enjoy thumbing through past and current issues of the *New Yorker* in search of just the right cartoon to enliven a new discussion or topic. The stacks of unshelved journals in our home offices can sometimes reach truly frightening heights. But scanning journals, newsletters, and science magazines like *New Scientist* and *Discover* often leads us to fascinating new research studies that ultimately find their way into our text. Examples range from the neuroscience of runner's high, to sleep violence, to controversies about measuring intelligence in autism.

As of our last count, there are over 800 new references in the fifth edition of *Psychology*, more than half of which are from 2006, 2007, or 2008. These new citations reflect the many new and updated topics and discussions in the fifth edition of *Psychology*. From positive psychology to the latest discoveries about mirror neurons or the role of sleep in learning, our goal is to present students with understandable explanations of psychological science. Later in this preface, you'll find a list of the updates by chapter.

New Design, New Photo Program, and New Art Program

Created with today's media-savvy students in mind, the new look of *Psychology* showcases the book's cutting-edge content and student-friendly style. Carefully chosen photographs—more than 60 percent of them new—apply psychological concepts and research to real-world situations. Accompanied by information-rich captions that expand upon the text, vivid and diverse photographs help make psychology concepts come alive, demonstrating psychology's relevance to today's students.

Award-winning illustrator Todd Buck brings a dynamic, crisp style to the fifth edition's art and graphics. From nerve cells to body processes to experimental models, Todd has created incredibly clear, engaging illustrations that help explain psychology concepts. In combination with the new design and chapter-opening artwork, our new photo and art program gives the fifth edition a fresh, contemporary look that will appeal to today's students.



Meditation in Different Cultures Meditation is an important part of many cultures. Tai chi is a form of meditation that involves a structured series of slow, smooth movements. During tai chi, you focus on the present, your movements, and your breathing. Sometimes described as "meditation in motion," tai chi has existed for over 2,000 years. Like this group in Hanoi, Vietnam, many people throughout Asia begin their day with tai chi, often meeting in parks and other public places.

New Connections to the American Psychological Association's Standards and Outcomes

We understand that across the country, more faculty and departments are creating uniform standards for the psychology major and the introductory psychology course. Because we want to support faculty's efforts on this front, the fifth edition offers a new appendix on the APA's Standards and Outcomes. In addition, the revised, fifth edition test bank ties questions directly to the APA Standards.

State-of-the-Art Media Options

There has been a revolution in the educational use of the Web over the past three years. For the fifth edition, our book is accompanied by the latest in educational technology that combines interactive, visually exciting media with high-quality assessment. This edition is accompanied by a *Psychology Portal*, an ebook, a Video Tool Kit, Psych2Go audio downloads, and an Online Study Center. For more information about these supplements, please see below under "Supplements and Media," or you can get more information by going to our companion Web site at: www.worthpublishers.com/hockenbury

Major Chapter Revisions

As you page through our new edition, you will encounter new examples, boxes, photos, and illustrations in every chapter. Below are highlights of some of the most significant changes:

Chapter 1, Introduction and Research Methods

- An all-new Prologue, "Miracle Magnets?" on magnet therapy, introduces the topics of placebo effect, pseudoscience, and the importance of empirical evidence in psychology
- New discussion of the influence of Charles Darwin and the theory of evolution on the history and development of psychology; new coverage of the role of Francis S. Sumner and Kenneth Bancroft Clark in the history of psychology
- Added positive psychology as a formal perspective in psychology
- Expanded coverage of psychology's specialty areas, including more applied fields
- Revised and updated boxes, "What is Critical Thinking?" and "What is Cross-Cultural Psychology?"
- Brand-new box, "What Is a Pseudoscience?", which uses magnet therapy as an extended example to illustrate strategies used to promote pseudoscientific claims
- Completely rewritten section on the experimental method features two new experiments, a 2002 study of the effectiveness of ginkgo biloba and an extended discussion of Alia Crum and Ellen Langer's 2007 "hotel experiment" showing the impact of beliefs and expectations on physical health; both experiments help illustrate the power of the placebo effect as well as explaining the experimental method
- New Focus on Neuroscience, "Psychology Research Using Brain Imaging," explains how brain imaging is used in psychological research and is illustrated with actual research scans; also encourages students to think critically about media reports using brain scan results
- Updated, reorganized application, "Psychology and the Media: Becoming an Informed Consumer"

Chapter 2, Neuroscience and Behavior

- Dramatic new line art throughout Chapter 2 clearly illustrates neural processes and brain regions
- Coverage of the brain has been reorganized; it now opens with a new section titled “The Dynamic Brain” that emphasizes the important theme of neuroplasticity
- Expanded, updated coverage of neurogenesis includes more detail on Elizabeth Gould’s research
- Focus on Neuroscience, “Juggling and Brain Plasticity,” has been updated with 2008 research and moved into the new section, “The Dynamic Brain”
- New to Chapter 2 is Critical Thinking box, “‘His’ and ‘Her’ Brains?”; previously in chapter 10, it has been thoroughly revised and updated with 2007 and 2008 research
- Expanded and revised Science Versus Pseudoscience box, “Brain Myths,” includes coverage of popular misconceptions about brain function, touching on the 10% myth, handedness, and left-brain, right-brain myths
- New Focus on Neuroscience, “Is Runner’s High an Endorphin Rush?,” presents 2008 research demonstrating a direct association between “runner’s high” and endorphin release in the human brain
- Thoroughly revised and updated Application, “Pumping Neurons: Maximizing Your Brain’s Potential,” emphasizes the neuroplasticity theme

Chapter 3, Sensation and Perception

- Beautiful new photo examples and line art throughout the chapter
- Updated, revised Science Versus Pseudoscience box, “Subliminal Perception,” features cutting edge research on the effects of subliminal odors on liking and a new Israeli study on the impact of subliminal stimuli on political attitudes
- New Culture and Human Behavior box, “Ways of Seeing,” features 2008 research on cultural differences in perception and explains how these differences influence brain function
- Updated 2007 research on olfactory sensitivity and 2008 research on psychological influences on taste perception.
- New coverage of additive and subtractive color perception
- Updated research on why people see faces in ambiguous stimuli, with new photo examples
- Streamlined discussion of culture and visual illusions
- Updated Application on strategies to control pain

Chapter 4, Consciousness and Its Variations

- New Prologue, “Even in Good Men,” tells the story of Scott Falater, who claimed no memory of murdering his wife during a sleepwalking episode
- Revised opening discussion on historical interest in consciousness
- New discussion on “The Emergence of Circadian Rhythms” presents research on the use of timed dark/light cycles to facilitate the development of circadian rhythms in premature infants
- Completely rewritten and updated section, “Circadian Rhythms and Sunlight: The 24.2 Hour Day,” with many new photo examples
- Revised, updated In Focus box, “What You Really Want to Know About Sleep,” presents the latest research on yawning, the potential dangers of waking a sleepwalker, and the usefulness of “sleeping on a problem”



Experiencing the World Through Our Senses Imagine biting into a crisp, red apple. All your senses are involved in your experience—vision, smell, taste, hearing, and touch. Although we’re accustomed to thinking of our different senses as being quite distinct, all forms of sensation involve the stimulation of specialized cells called sensory receptors.

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