

# CONTENTS

<b>Introduction and Acknowledgements</b>	xi
<b>Summary table</b>	xv
<b>Chapter 1</b> G. A. Miller (1969) Psychology as a means of promoting human welfare	1
<b>Chapter 2</b> Jan B. Deregowski (1972) Pictorial perception and culture	11
<b>Chapter 3</b> John R. Searle (1980) Minds, brains and programs	29
<b>Chapter 4</b> Fergus I. M. Craik and Robert S. Lockhart (1972) Levels of processing: a framework for memory research	48
<b>Chapter 5</b> Elizabeth F. Loftus, David G. Miller and Helen J. Burns (1978) Semantic integration of verbal information into a visual memory	64
<b>Chapter 6</b> Stanley Milgram (1963) Behavioural study of obedience	81
<b>Chapter 7</b> Craig Haney, Curtis Banks and Philip Zimbardo (1973) A study of prisoners and guards in a simulated prison	98
<b>Chapter 8</b> Irving M. Piliavin, Judith Rodin and Jane Allyn Piliavin (1969) Good Samaritanism: an underground phenomenon?	122
<b>Chapter 9</b> Leon Festinger and James M. Carlsmith (1959) Cognitive consequences of forced compliance	141
<b>Chapter 10</b> Richard E. Nisbett, Craig Caputo, Patricia Legant and Jeanne Maracek (1973) Behaviour as seen by the actor and as seen by the observer	159
<b>Chapter 11</b> Henri Tajfel (1970) Experiments in intergroup discrimination	185
<b>Chapter 12</b> A. S. R. Manstead and Caroline McCulloch (1981) Sex-role stereotyping in British television advertisements	207
<b>Chapter 13</b> Judith Samuel and Peter Bryant (1984) Asking only one question in the conservation experiment	221

<b>Chapter 14</b>	Albert Bandura, Dorethea Ross and Sheila A. Ross (1961) Transmission of aggression through imitation of aggressive models	230
<b>Chapter 15</b>	Jill Hodges and Barbara Tizard (1989) Social and family relationships of ex-institutional adolescents	253
<b>Chapter 16</b>	John B. Watson and Rosalie Rayner (1920) Conditioned emotional reactions	276
<b>Chapter 17</b>	Daniel J. Levinson (1986) A conception of adult development	288
<b>Chapter 18</b>	D. L. Rosenhan (1973) On being sane in insane places	316
<b>Chapter 19</b>	Corbett H. Thigpen and Hervey Cleckley (1954) A case of multiple personality	332
<b>Chapter 20</b>	Sigmund Freud (1909) Analysis of a phobia in a five-year-old boy	350
<b>Chapter 21</b>	H. J. Eysenck (1952) The effects of psychotherapy: an evaluation	370
<b>Chapter 22</b>	Stanley Schachter and Jerome E. Singer (1962) Cognitive, social and physiological determinants of emotional state	383
<b>Chapter 23</b>	William Dement and Nathaniel Kleitman (1957) The relation of eye movements during sleep to dream activity: an objective method for the study of dreaming	402
<b>Chapter 24</b>	R. W. Sperry (1968) Hemisphere disconnection and unity in conscious awareness	416
<b>Chapter 25</b>	James Olds and Peter Milner (1954) Positive reinforcement produced by electrical stimulation of septal area and other regions of rat brain	431
<b>Chapter 26</b>	Martin T. Orne (1966) Hypnosis, motivation and compliance	444
<b>Chapter 27</b>	W. Sluckin and E. A. Salzen (1961) Imprinting and perceptual learning	456
<b>Chapter 28</b>	R. A. Gardner and B. T. Gardner (1969) Teaching sign language to a chimpanzee	470
<b>Chapter 29</b>	Richard Rawlins (1979) Forty years of rhesus research	491
<b>Chapter 30</b>	Jamie Bennett-Levy and Theresa Marteau (1984) Fear of animals: what is prepared?	501
<b>Chapter 31</b>	John Garcia, Frank R. Ervin and Robert Koelling (1966) Learning with prolonged delay of reinforcement	512

<b>Chapter 32</b>	Stephen Jay Gould (1982) A nation of morons	521
<b>Chapter 33</b>	Wade W. Nobles (1976) Extended self: rethinking the so-called Negro self-concept	538
<b>Chapter 34</b>	Sandra L. Bem (1974) The measurement of psychological androgyny	552
<b>Chapter 35</b>	Thomas J. Bouchard Jr and Matthew McGue (1981) Familial studies of intelligence: a review	566
<b>Answers to exercises</b>		580
<b>References</b>		608
<b>Index</b>		629