

# Contents

<b>Foreword</b>	<b>xi</b>
<b>Preface</b>	<b>xiii</b>
<b>1. The Experimental Approach: Dead End or Via Regia of Psychology</b>	<b>1</b>
<i>Allen Parducci and Viktor Sarris</i>	
The Experimental Dream	1
Dead End to the Dream?	2
Continuing Incompatibilities	6
References	13
<b>PART I: HISTORICAL DEVELOPMENT AND GENERAL METHODOLOGY</b>	
<b>2. The Experimental Method in Nineteenth- and Twentieth-Century Psychology</b>	<b>17</b>
<i>Michael Wertheimer</i>	
References	25
<b>3. Experimentation and the Myth of the Incurable</b>	<b>27</b>
<i>Kenneth J. Gergen</i>	
Positivist-Empiricist Metatheory: The Erosion of Confidence	29
Experimental Science and the Problem of Phenomenal Instability	31
Meaning Systems and Scientific Metatheory	32
The Pseudo Objectivity of Behavioral Description	34
Experimental Assumptions Revisited	37
Experimentation in an Interpretive Science	38
References	41

#### 4. **Contemporary Aspects of Psychological Experimentation** 43

*Ruben Ardila*

The Experimental Method	43
Experimentation in Psychology	44
Social Research	46
Vigor and Rigor	46
Experimentation and Quasi-Experimentation	47
The International Scene	51
The Future of Psychology	53
References	54

### **PART II: BASIC PROCESSES OF ANIMAL LEARNING AND MEMORY**

#### 5. **Learning in Man and Other Animals** 59

*M. E. Bitterman*

Vertebrate and Invertebrate Learning	60
The Role of Reward in Instrumental Learning	64
Future Prospects	68
References	68

#### 6. **Animal Memory—as Compared with Human Memory** 71

*Lajos Kardos*

Memory—A Neglected Issue in Animal Psychology	71
Some Specific Characteristics of Memory in Animals	72
Problems in Maze Learning: Some Further Evidence for Specific Visual Memory in Animals	80
Concluding Remarks	84
Summary	85
References	85

#### 7. **The Future Study of Learning and Memory from a Psychobiological Perspective** 87

*Norman E. Spear*

Trends in the Study of Motivational Influences on Learning and Memory: A Brief Note	88
Categories of Learning and Memory	89
Summary	100
References	101

**PART III: PERCEPTUAL AND COGNITIVE PSYCHOLOGY**

- 8. The Construction and Limitation of Consciousness** **109**  
*George Mandler*
- The Functions of Consciousness   110  
 The Schema as a Building Block of Consciousness   111  
 The Construction of Conscious Experience   112  
 The Limitation of Conscious Experience   115  
 Future Directions   123  
 References   124
- 9. Perceptual and Mnemonic Functions: A Psychological Paradigm** **127**  
*Damián Kováč*
- Psychic Regulation and Methodological Integration   128  
 Recent Research   129  
 Perception and Memory in an Interfunctional Context   130  
 Where Do We Go From Here?   133  
 References   134
- 10. Perceptual and Judgmental Relativity** **135**  
*Allen Parducci*
- Adaptation-Level Theory   135  
 Range-Frequency Theory   138  
 Implications of Range-Frequency Theory   142  
 Future Research on Judgmental Relativity   144  
 The Future of Experimental Psychology   147  
 References   148
- 11. Perceptual Processings of Words and Drawings** **151**  
*Paul Fraise*
- Iconic Storage   153  
 Encoding Storage   154  
 The Organization of Response(s)   158  
 References   162
- 12. Studies in Text Comprehension: Toward a Model for Learning from Reading** **165**  
*Walter Kintsch and Eileen Kintsch*
- Framework for a Model for Text Comprehension   166  
 How the Model works   168

Competence of the Model	172
Future Applications	174
References	175

## **PART IV: DIFFERENTIAL, SOCIAL, AND DEVELOPMENTAL PSYCHOLOGY**

<b>13. The Biology of Individual Differences</b>	<b>179</b>
<i>Hans Jürgen Eysenck</i>	
References	193
<b>14. Biological Determination of Personality Dimensions</b>	<b>197</b>
<i>Jan Strelau</i>	
Biological Determination of Personality Dimensions	198
References	208
<b>15. The Situation in an Interactional Paradigm of Personality Research</b>	<b>211</b>
<i>David Magnusson</i>	
Importance of the Situational Context in Behavior	211
Theoretical Models and Their Implications	213
Empirical Illustrations of the Role of Situations	220
Age Differences in Situation Perception	220
Interindividual Differences in Behavior	224
Consequences of an Interactional Paradigm	227
Concluding Recommendations	230
References	232
<b>16. Perspectives in Human Motivational Psychology: A New Experimental Paradigm</b>	<b>235</b>
<i>Julius Kuhl and John W. Atkinson</i>	
The Past: Three Theoretical Developments	237
The Present: Two Experimental Paradigms	244
The Future: A New Experimental Paradigm	247
References	250
<b>17. Social Psychology: What it is, Where it Came From, and Where it is Headed</b>	<b>253</b>
<i>Philip G. Zimbardo</i>	
Current and Projected Directions	258
References	265

<b>18. From Traditional Factor Analysis to Structural—Causal Modeling in Developmental Research</b>	<b>267</b>
<i>John R. Nesselrode and Paul B. Baltes</i>	
Introduction	267
Some Factor Analysis History: Analysis Procedures versus Research Purposes	268
Combinations of Data Analysis Procedures and Research Purposes	271
Causal Modeling and Structural Analysis: Toward Convergence of Purpose and Data Analysis in Multivariate Developmental Explanation	273
What Lies Ahead?	284
References	284
<b>PART V: CLINICAL AND APPLIED PSYCHOLOGY</b>	
<b>19. Information Processing in Psychopathology</b>	<b>291</b>
<i>Mitchell L. Kietzman, Joseph Zubin, and Stuart Steinhauser</i>	
Visual Persistence	294
Basic Questions	296
Visual Persistence and Psychopathology: Illustrative Data	301
Summary and Conclusions	304
References	307
<b>20. Nonspecific Factors and Drug and Placebo Response in Psychiatry</b>	<b>311</b>
<i>Robert W. Downing and Karl Rickels</i>	
Clinical versus Research Orientation in Psychopharmacology	313
References	320
<b>21. New Approaches in Behavior Therapy Research</b>	<b>323</b>
<i>Johannes C. Brengelmann</i>	
Introduction	323
Broad-Spectrum Therapy	324
Multicomponent Analysis as Used in the Treatment for Smoking	327
Large-Scale Application in Prevention	331
From Behavioral Psychiatry to Behavioral Medicine	332
Expectations for the Future	336
References	339

<b>22. Decision Analysis: A Nonpsychological Psychotechnology</b>	<b>341</b>
<i>Ward Edwards</i>	
What is a Decision Analysis?	341
The Research and Development Problems of Decision Analysis	346
Incompatibilities Between Scientific Psychology and Decision Analysis	347
What Might Psychology Be About in 20 Years?	350
References	353
<b>Epilogue: The Future of Experimental Psychology— Toward the Year 2000</b>	<b>355</b>
<i>Viktor Sarris and Allen Parducci</i>	
<b>Author Index</b>	<b>359</b>
<b>Subject Index</b>	<b>367</b>