

Contents

FRONTISPIECE	ii
LIST OF CONTRIBUTORS	ix
PREFACE	xi
Chapter 1 The Vicissitudes of Aplopathematic and Thelematoscopic Pneumatology (or The Hydrography of Hedonism)	1
<i>D. E. Berlyne</i>	
The Hedonistic Tradition	1
After the Behaviorist Revolution	4
Determinants of Hedonic Value	11
Hedonic Factors in Learning	23
Aplopathematic and Thelematoscopic Pneumatology?	27
References	28
Chapter 2 Brain Mechanisms of Reinforcement Learning	35
<i>James Olds</i>	
Theories of Reinforcement	61
References	63
Chapter 3 Psychological Complexity and Preference: A Hedgehog Theory of Behavior	65
<i>Edward Lewis Walker</i>	
Why a Hedgehog?	65
Psychological Complexity and Preference Theory	67

Experimental Studies of Complexity and Preference	76
Context for and Some Implication of the Hedgehog	91
References	97
Chapter 4 Meaning of Perceptual Complexity	99
<i>E. Leeuwenberg</i>	
Meaning of Perceptual Complexity	99
Information Theory	101
Discussion and Conclusions	105
Hierarchy	105
Interaction	109
Summary	112
References	113
Chapter 5 Exploratory Choice and Verbal Judgment	115
<i>Suitbert Ertel</i>	
Semantic Analysis	117
Exploratory Choice	119
A Replication Experiment	123
Final Discussion	123
References	131
Chapter 6 Personality and the Law of Effect	133
<i>H. J. Eysenck</i>	
Chapter 7 A Common Model for Affectivity and Perception: An Adaptation-Level Approach	167
<i>Harry Helson</i>	
Adaptation Level and Psychophysical Judgments	170
Adaptation Level and Affective Judgments	176
Measurement of Affective Responses	185
References	186

Chapter 8	Acquired Pleasantness and Conditioned Incentives in Verbal Learning	189
	<i>Albert Silverstein</i>	
Introduction		189
What Is Being Transferred to P-Paired Syllables?		193
When Are P-Paired Syllables Not Learned Faster?		197
What Is the Relation of Incentive Value to Pleasantness?		206
Conclusions: Conditioned Incentive Value as a Performance Effect		209
References		212
Chapter 9	Intervening Cognitions in Motivation	217
	<i>Heinz Heckhausen</i>	
Cognitions Intervening between Stimulus and Response		220
Cognitions Intervening between Drive State and Response		222
Cognitions Intervening between Performance Outcome (or Consequence) and Subsequent Response		224
Cognitions Intervening between Performance Outcome and Consequences		227
Motive-Linked Differences in the Reward Value of Money		229
References		240
Chapter 10	Pleasure and Reward in Human Motivation and Learning	243
	<i>Joseph R. Nuttin</i>	
Pleasure in Its Behavioral Context		243
Reward, Successful Outcome, and Human Learning		259
References		272
Chapter 11	Patterns of Preference and Models of Motivation	275
	<i>K. B. Madsen</i>	
Introduction		275
The Frame of Reference		275
Patterns of Preferences		277
Models of Motivation		289
References		300

AUTHOR INDEX	303
SUBJECT INDEX	311