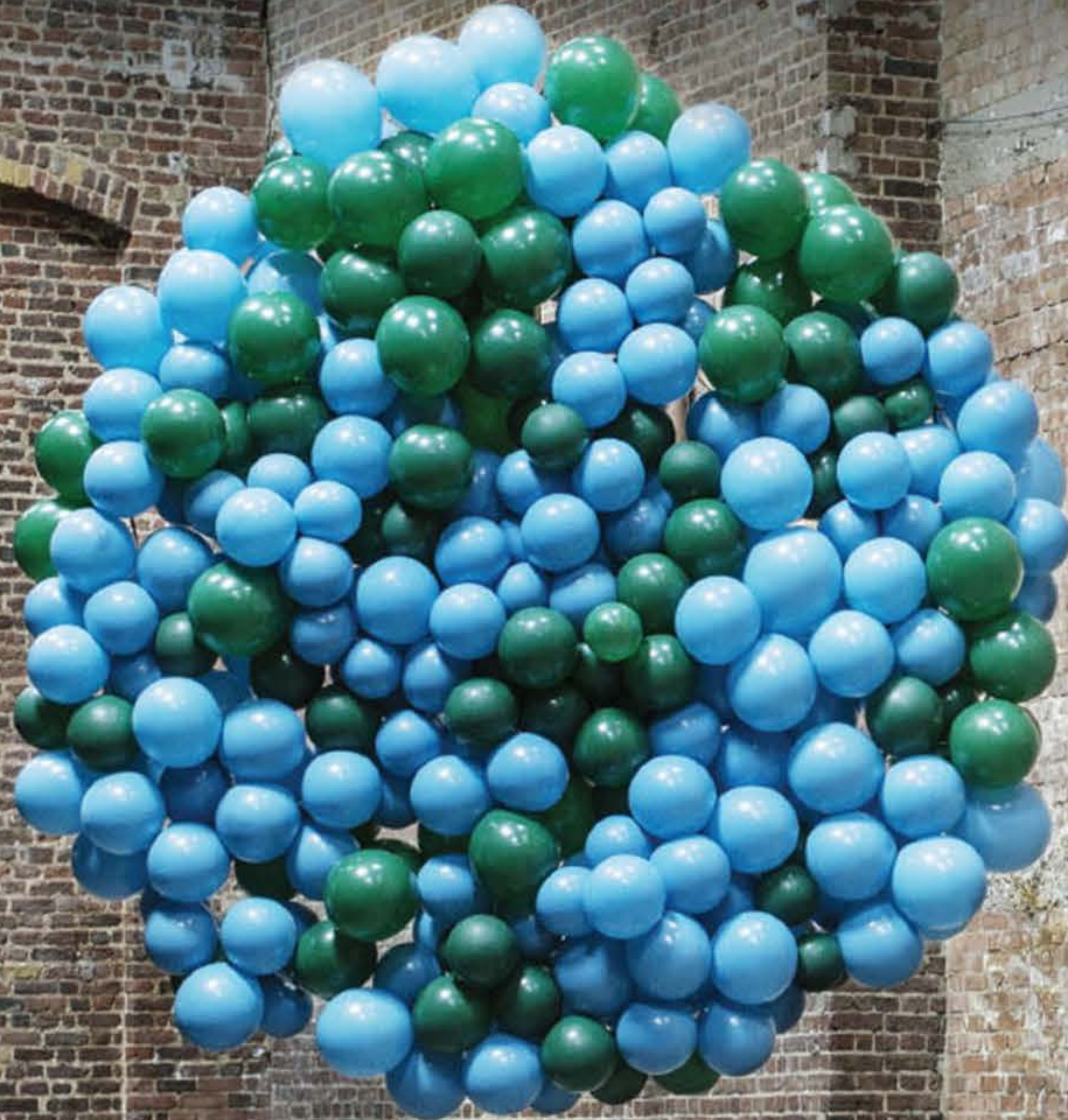


Samuel E. Wood Ellen Green Wood Denise Boyd
Eileen Wood Serge Desmarais

THE WORLD OF PSYCHOLOGY



Eighth Canadian Edition



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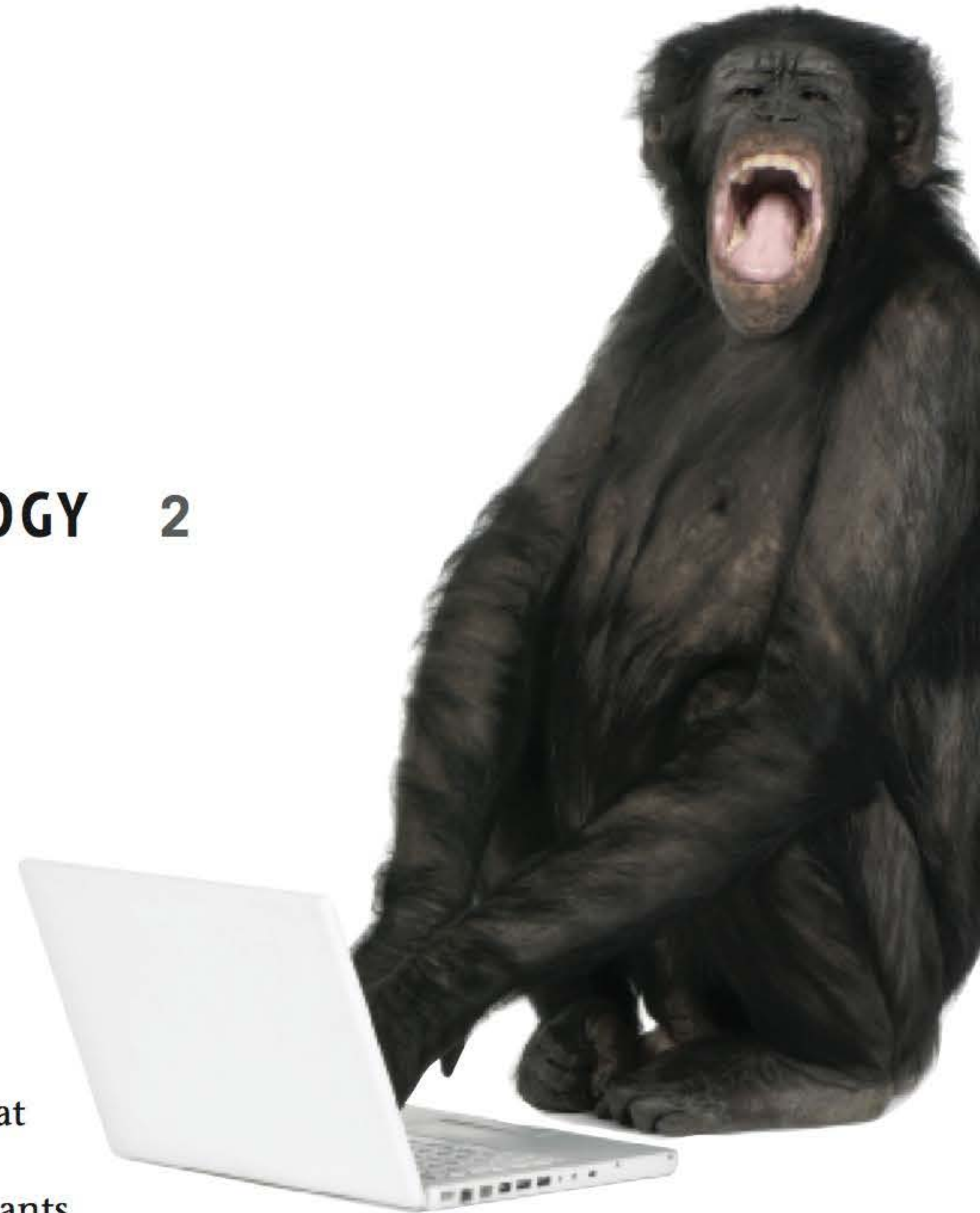
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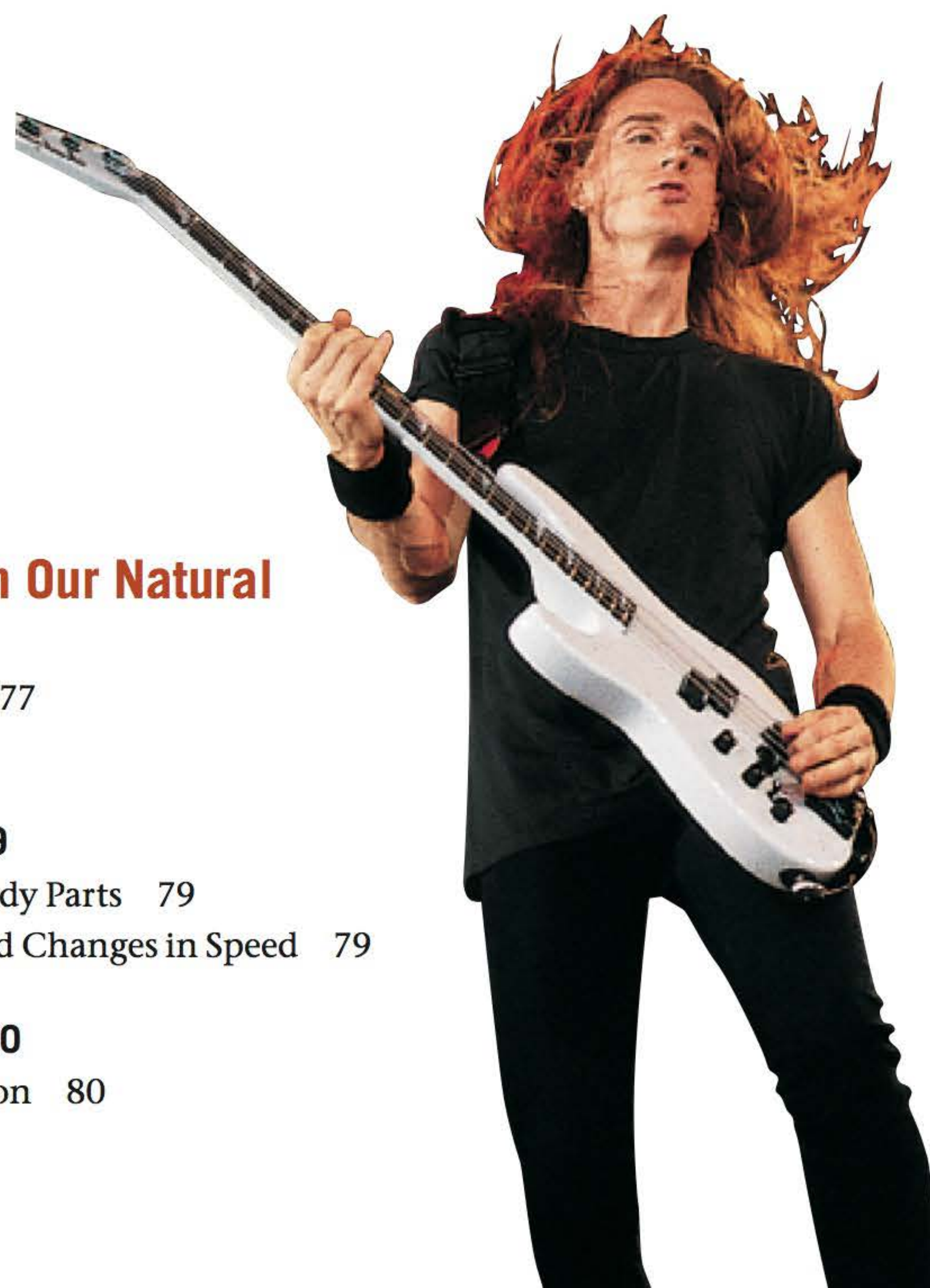
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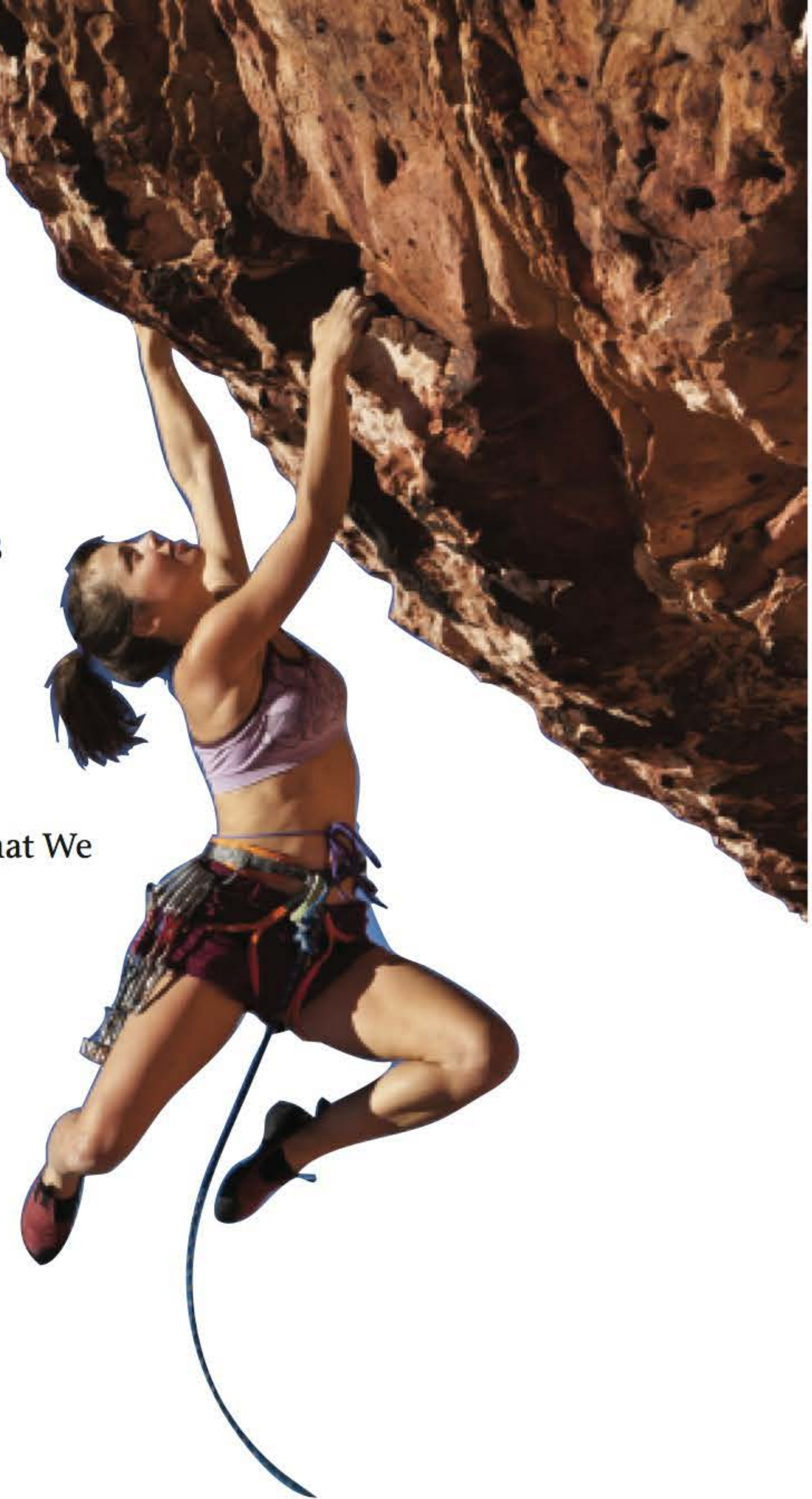
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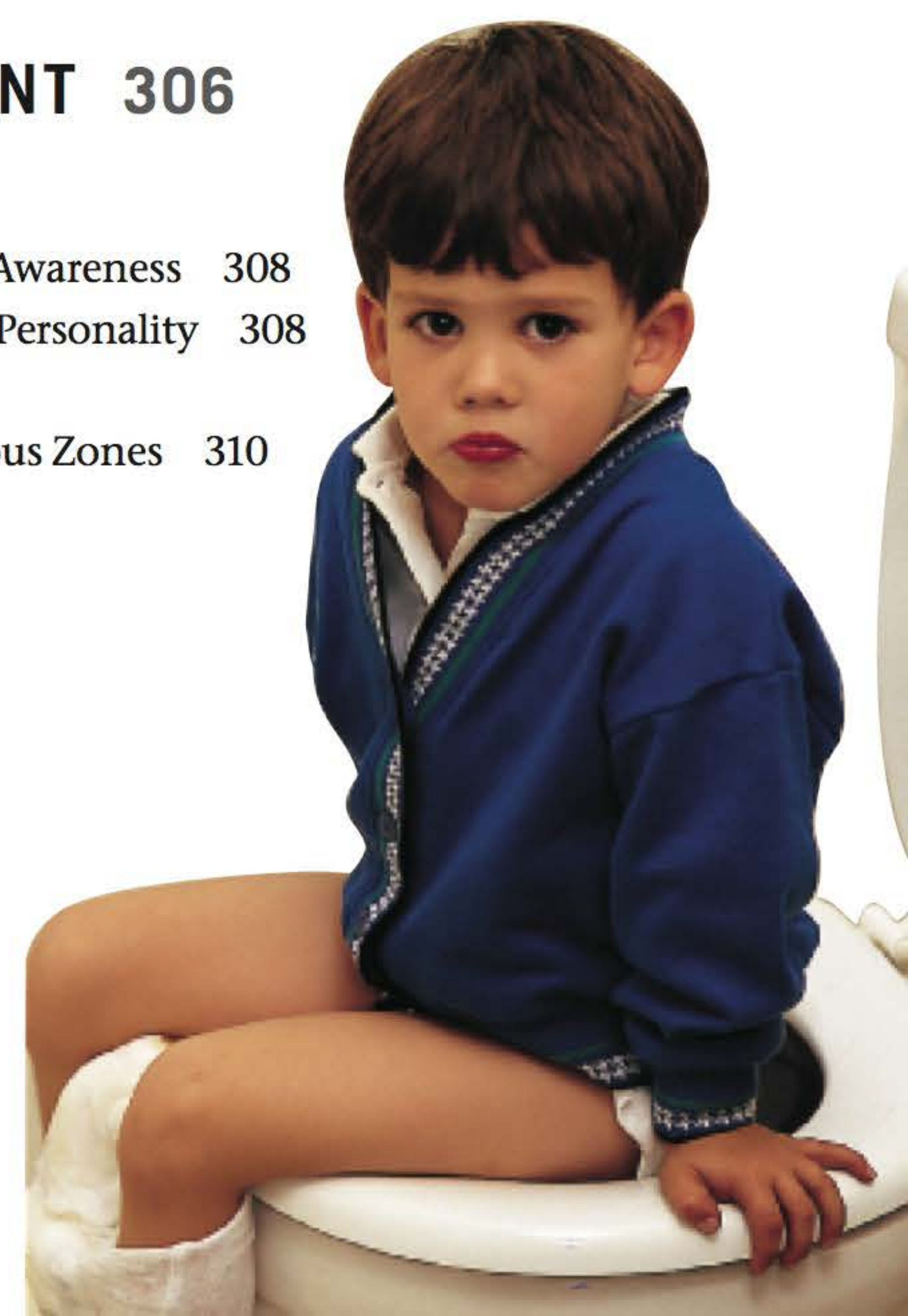
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AN INVITATION TO THE STUDENT

We all learn best when we can apply new concepts to the world we know. The eighth edition of *The World of Psychology* allows you to do just that. Highly interactive and active, clearly written, and thoroughly up to date, this textbook will encourage you to think for yourself as you learn about, relate to, and apply the psychological principles that affect your life.

So that you can make the most of all the material in the following pages, this textbook package incorporates a number of helpful features and ancillary items.

A CLEAR, ENGAGING WRITING STYLE

Few texts have received such positive responses from students as *The World of Psychology*, and first and foremost is praise for its writing style. In fact, class tests of the first edition got 100 percent positive feedback at a range of schools. The style is conversational, and the text uses numerous everyday examples and real-life events to help you grasp even the most complex concepts. As well, the contents of each chapter are organized into modules to help chunk the information for easier reference.

Each chapter opens with a vignette (a dramatic real-life story or series of stories) or an activity that draws you into the topics that will be covered in the chapter and shows how psychology relates to the world around you. Each vignette or activity is memorable and directly related to the chapter's content.

You'll be especially interested in the stories and activities related to

- How Facebook and other social-networking sites affect social life.
- How you judge emotions and faces.
- How to control your dreams.
- What happens if a child is raised in the wild.

Canadian Connections introduces interesting historical or more recent Canadian news events with the goal of demonstrating how these experiences you have heard about fit within psychology. These interesting stories provide mean-

ingful real-world examples to aid in understanding the material presented in the chapters. Some *Canadian Connections* boxes highlight cutting-edge contemporary research being conducted in Canadian universities. This will give you an opportunity to see what current research is being conducted in Canada with respect to the topics you are reading about and an idea of the diverse array of research being conducted across Canada today.

INTERACT WITH YOUR TEXTBOOK

What better way to learn new material—to make it fresh, interesting, and memorable—than for you to demonstrate the principles for yourself? The unique *Try It* feature encourages you to learn by doing. This highly praised feature provides simple experiments that you can perform without elaborate equipment, usually as you read.

Knowing what to study and how to discriminate between critical points and fine or more peripheral details is a challenge for any new learner to an area. The *Learning Objectives* at the beginning of each module will help orient you to the key ideas and organize information as you read. These features follow from a substantial body of research showing that memory and comprehension can be improved by organizing information.

In addition, research has shown that checking your progress at key points as you study will also help you remember what you have read. One other way you can interact with your textbook is by taking the *Remember It* quizzes at the end of each module.

Finally, you'll have a chance to relate psychological principles to your own life in the *Apply It* section at the end of each chapter. Each *Apply It* helps you to apply psychology to your personal life and issues. Topics include

- How dangerous is it to talk on, text, or use a cellphone while driving?
- What should you consider when choosing a therapist?
- How can you improve your memory using mnemonic strategies?

SQ3R: A FORMULA FOR SUCCESS

This textbook is organized to help you maximize your learning by following five steps: Survey, Question, Read, Recite, and Review. Together, these are known as the *SQ3R method*. You will learn and remember more if, instead of simply reading each chapter, you follow these steps. Here's how they work.

Survey

First, scan the chapter you plan to read. The *chapter outline* helps you preview the content and its organization.

Read all the section headings and the *learning objectives*, which are designed to focus your attention on key information that you should learn and remember.

Glance at the illustrations and tables, including the *Review & Reflect* tables. Then read the chapter's *Summary & Review*. This survey process gives you an overview of the chapter.

Question

Before you actually read each section in the chapter, turn each topic heading into one or more questions. Some topic headings throughout the book are presented as questions. Use these questions to test yourself. Also, try creating questions of your own. For example, one topic in Chapter 1 is "The Goals of Psychology." The question is "What are the four goals of psychology?" You might add this question of your own: "What is meant by 'control' as a goal of psychology?" Asking such questions helps to focus your reading as well as encourages you to process the material more meaningfully.

Read

Read a section. After reading a section, stop. If the section is very long or if the material seems especially difficult or complex, you should stop after reading only one or two paragraphs.

Recite

After reading part or all of a section, reflect back on the learning objective for that section. Check to see if you remember and understand the material identified through each learning objective. To better grasp each topic, write a short summary of the material. If you have trouble summarizing a topic or answering the questions, scan or read the section once more before trying again.

When you have mastered one section, move on to the next. Then read and recite, answering your question or writing a brief summary as before.

Review

At the end of each module you will find a *Remember It* section that consists of a few questions about the preceding topics. Answer the questions and check your answers. If you

make errors, quickly review the preceding material until you know the answers.

The *Summary & Review* section provides condensed summaries of key information in each module. You can also revisit the *Remember It* boxes to assist your review. Then confirm your understanding of the material by reviewing any sections of the text that were challenging. Finally, review the *Key Terms*. If you don't know the meaning of a key term, turn to the page listed to see the term in context; the term will also be defined in the bottom corner of that page or the opposite page. These highlighted glossary terms and definitions provide a ready reference for important key terms that appear in boldface print in the text. All definitions also appear in the end-of-text *Glossary*. Phonetic pronunciations are provided for more than 60 potentially hard-to-pronounce terms.

Then, look at the three *Thinking Critically* questions: *Evaluation*, *Point/Counterpoint*, and *Psychology in Your Life*. Answering these questions requires more than simple memorization. The critical thinking questions give you the chance to show that you really understand the information presented in the chapter.

Finally, spend some time reviewing the *Concept Maps* at the end of each chapter. The concept maps organize the material by module and highlight the critical information in each section. Use these maps to study and to help you make sure that you have reviewed all the key points. In addition, the concept maps show you how to link related information so that it is easier to see the relationship across the modules as well as within each module. One suggestion you could use to help you when studying is to make a template of the concept map and see how many of the boxes you can fill in. This strategy is an excellent way to assess your knowledge of the material.

Student Supplements

MyPsychLab (www.mypsychlab.com)

THE MOMENT YOU KNOW. Educators know it. Students know it. It's that inspired moment when something that was difficult to understand suddenly makes perfect sense. Our MyLab products have been designed and refined with a single purpose in mind—to help educators create that moment of understanding with their students. The MyPsychLab Simulations present a suite of data-generating study demonstrations, self-inventories, and surveys that allow students to experience firsthand some of the main concepts covered in their Psychology textbook. Each item in the MyPsychLab Simulations generates anonymous data from introductory psychology students around the world that instructors can download and use in lecture or as homework assignments. The MyPsychLab Simulations provide opportunities for students to actively participate in doing psychology and for instructors to analyze, interpret, and discuss the results.

MyPsychLab delivers **proven results** in helping individual students succeed. It provides engaging experiences that

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PEARSON eTEXT Pearson eText gives students access to the text whenever and wherever they have access to the Internet. eText pages look exactly like the printed text, offering powerful new functionality for students and instructors. Users can create notes, highlight text in differ-

ent colours, create bookmarks, zoom, click hyperlinked words and phrases to view definitions, and view in single-page or two-page view.

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Built in collaboration with educators and students, REVEL brings course content to life with rich media and assessments—integrated directly within the authors' narrative—that provide opportunities for students to read, learn and practice in one environment. **Learn more about REVEL** <http://www.pearsonhighered.com/revel>

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PREFACE

In preparing the eighth edition of this book, our primary goals were to introduce critical issues in psychology accurately and clearly to students, using a format that is both interesting and memorable. We present the principles of psychology using a clear and engaging writing style and a pedagogically sound learning format that is accessible and appealing to students.

Having taught thousands of students their first course in psychology, we are sensitive to the complexities of the teaching/learning process, and are acutely aware of the tremendous changes that have occurred in the field of psychology over the years. With this in mind, we sought to create a textbook that is sensitive to the changing needs of students and their professors and that will provide a context in which readers may learn about psychology's past, present, and probable future.

THE EIGHTH EDITION

Despite the overwhelming response to our first seven Canadian editions of *The World of Psychology*, we have incorporated a number of improvements into the new edition. In accordance with reviewer suggestions and the goals stated above, the eighth Canadian edition features the following elements:

- One of the comments we receive regularly about our text is that the information is laid out in an attractive and appealing way. Once again, we have tried to build on this design strength in the current revision by enhancing the visual supports. Images, graphs, drawings, and other visual supports to learning have been added, updated, and reconfigured to ensure that key ideas are accentuated. For example, some salient visual aids have been enlarged to increase their visibility and to make accompanying text easier to see.
- The modular structure introduced in our fifth edition was retained and further refined in this edition. The modular framework divides each chapter into manageable “chunks” of information that are easier for instructors to assign and for students to read. Organizing material into meaningful chunks helps improve students' memory by supporting the organization of information, and the smaller units make it easier to remember by minimizing the demands on working memory capacity—or memory span. It also allows for increased flexibility for instructors when assigning material.
- *Learning Objectives* appear at the beginning of each module, and learning objective numbers are presented with the corresponding material in the text. The goal of the learning objectives is to provide an organizer for students at the outset of each module. This will help students to understand how to read the material in each chapter by highlighting the critical information to be learned. This feature will enhance the learning experience by promoting greater memory and comprehension. Learning objectives and the corresponding summaries at the end of the chapter have been revised to ensure clear, succinct connections throughout this text.
- The concise *Concept Maps* identify the critical information in each section. These hierarchically arranged concept maps visually organize the material by module, as well as illustrate the links between topics spanning different modules.
- Canadian and international research has been updated to reflect new trends in psychology and society.
- At least one *Canadian Connections* box appears in each chapter. The function of these boxes is to highlight events past and present that show how Canadians are or have been involved in the issues being presented in the text. For example, some *Canadian Connections* boxes highlight key Canadian researchers and their most recent work, while others integrate Canadian historical events with current issues. These boxes integrate Canadian contributions and events within the broader field of psychology.
- The opening vignettes share important stories to draw attention to the practical and real-world importance of the information in the chapter. New vignettes invite students to complete activities or mini-surveys to engage them more directly in the content that will follow.

Canadian Context

Our Canadian colleagues and their students find that many introductory psychology texts target an American audience. The issues, research citations, and practical examples in these texts typically relate to U.S. events and experiences. We believe that students learn best when materials are relevant to their lives. The Canadian content in this text includes events in the media, current research, and historical references to Canadian facts and contributors. By including information that is more meaningful to Canadian students, we hope to enhance their understanding and retention of the material.

Part of the Canadian identity is our recognition of the diversity in society. To acknowledge this, we have made an effort to include the influential work of psychologists from around the world. Also, we have tried to include events and studies from different regions of Canada. We believe this added value makes *The World of Psychology*, Eighth Canadian Edition, a balanced, universal text.

A Clear, Understandable, Interesting Writing Style

First and foremost, a textbook is a teaching instrument. A good psychology text must communicate clearly to a wide audience of various ages and levels of academic ability. Our book is appealing to accomplished students, yet accessible to those whose academic skills are still developing.

We achieved this objective (we hope) by explaining concepts in much the same way as we do in our own psychology classes. Throughout the text we sought to ensure flow and continuity by using a conversational style and avoiding abrupt shifts in thought. In addition, the text is filled with everyday examples that are pertinent to students' lives.

A Series of High-Interest Features That Will Appeal to Today's Students

Every chapter opens with a vignette or activity to capture student interest and build motivation. We have also included special features:

- *Apply It* sections show the practical applications of the principles of psychology.
- *Canadian Connections* discuss Canadian news events that demonstrate concepts outlined in the text and/or highlight contemporary research being conducted in Canadian universities.
- *World of Psychology* boxes in selected chapters explore special diversity issues.

A TEXTBOOK THAT ENCOURAGES STUDENTS TO BECOME ACTIVE PARTICIPANTS IN THE LEARNING PROCESS

Reading about psychology is not enough. Students should be able to practise what they have learned, where appropriate. Many of the principles we teach can be demonstrated, often without elaborate equipment and sometimes as the

student reads. What better way to teach new material and make it fresh, interesting, and memorable than to have students demonstrate principles for themselves using an important and innovative element of the book: *Try It* sections? The response to *Try It* demonstrations from professors and students has been so positive that this feature appears in every chapter. The *Try It* sections personalize psychology and make it come alive.

Student involvement is also promoted through the use of rhetorical questions and by casting the student in the role of the participant in selected studies and descriptions of real-life events. Thus, students who use *The World of Psychology* become active participants in the learning process rather than simply passive recipients of information.

An Emphasis on Critical Thinking

Thinking critically does not call for being critical of all viewpoints other than one's own. Rather, critical thinking is a process of evaluating claims, propositions, or conclusions objectively in order to determine whether they follow logically from the evidence presented. Critical thinkers are open-minded, objective, and unbiased, and they maintain a skeptical attitude that leads them to search for alternative explanations.

Critical thinking is too important to leave to chance. In addition to promoting critical thinking throughout the text, we have developed a systematic method of nurturing it. A *Thinking Critically* section at the end of each chapter features three types of questions:

1. Evaluation questions teach students to think critically as they take stock of psychological theories, techniques, approaches, perspectives, and research studies.
2. Point/counterpoint questions require students to comprehend, analyze, and formulate convincing arguments on both sides of important issues in psychology.
3. Real-life application questions allow students to apply psychological principles and concepts to their own lives and the everyday world.

Help for Students to Understand Human Diversity and More Fully Comprehend the Part Multicultural Issues Play in Contemporary Psychology

Human diversity issues are integrated throughout the book, both within the main text presentation and as highlighted special features. This form of presentation parallels the presence of diversity in Canada as a mainstream and special-interest issue. Diversity issues include cultural, gender, and age concerns in selected topic areas in each chapter. For example, in Chapter 1 we focus on the problem of bias. Later, we discuss the impact of culture on memory, the effect of personality on perception, the interpretation of emotion, and preferred forms of therapy. These, along with other segments, help to promote understanding of human diversity and how it is an integral part of our perception of the world.

Current Coverage That Preserves the Classic Contributions in Our Field

Advances in knowledge and research are occurring at an ever-increasing pace, and modern authors must keep abreast. This edition introduces students to the most up-to-date research on many topics that feature rapid change, including advanced technologies, neuropsychology, gender differences, changes in social norms, violence, aggression and stress, adolescent drug use, and new therapies.

Yet we do not value newness for its own sake. We include, as well, studies that have stood the test of time, and we explore the classic contributions to psychology in depth.

An Appreciation of Psychology's History and an Understanding That Psychology Is a Living, Growing, Evolving Science

A portion of Chapter 1 is devoted to psychology's history. But in our view, the history of psychology is best understood and appreciated in the context in which the contributions were made. Consequently, discussions of such topics as learning, memory, intelligence, emotion, and personality integrate both historical and recent research contributions to show how psychology has evolved up to the present day.

An Accurate and Thoroughly Researched Textbook That Features Original Sources

To accomplish our goal of introducing the world of psychology accurately and clearly, we have gone back to original sources and have read or reread the basic works of the major figures in psychology and the classic studies in the field. This has enabled us to write with greater clarity and assurance, without having to hedge or write tentatively when discussing what experts in the field have actually said. This book is one of the most carefully researched, up-to-date, and extensively referenced psychology textbooks available.

A Sound Pedagogical System in the Text and Learning Package

The pedagogical system in *The World of Psychology* consists of the following components:

- **Learning Objectives.** Learning objectives orient students to the critical information to be learned within each module.
- **Remember It.** There is a *Remember It* memory check at the end of every module. These checks are designed to encourage students to pause and test comprehension of material they have just read.
- **Review & Reflect Tables.** We have expanded our use of the extremely popular summary tables, called *Review & Reflect*, which are useful for reviewing and comparing various perspectives, theories, and other concepts.
- **Text-Embedded Glossary.** A text-embedded glossary provides a ready reference for important key terms that

appear in boldface in the text. Definitions also appear in the *Glossary* at the back of the book. Phonetic pronunciations are provided for more than 60 potentially hard-to-pronounce terms.

- **Summary & Review.** These end-of-chapter sections provide succinct summaries for key concepts. The feature can be used both as a preview to the chapter and as a review in preparing for tests.
- **Concept Maps.** These memory aids serve two functions. First, the maps summarize the key elements of each module in an interesting, easy-to-follow visual format. Second, the maps show the relationships across modules. These links help to integrate the materials and make the flow of information more obvious.

A Complete, Coordinated Teaching Package of the Highest Quality

Instructor supplements are available for download from a password-protected section of Pearson Education Canada's online catalogue (<http://catalogue.pearsoned.ca>). Navigate to your book's catalogue page to view a list of those supplements that are available. See your local sales representative for details and access.

- **Instructor's Manual:** The Instructor's Resource Manual (IRM) was developed to encourage student involvement and understanding with lecture examples, demonstrations, in-class activities, critical-thinking topics, diversity issues, and guides to using other ancillary materials. Lecture Guides are included for each chapter—using the chapter outlines to integrate the suggested lecture discussions, activities, and other resources directly into the appropriate sections.
- **PowerPoint Presentation:** This slide presentation pairs key points covered in the chapter with figures from the textbook to provoke effective classroom discussion.
- **Test Item File:** This test bank in Microsoft Word format includes over 200 questions for each chapter, in multiple choice, true/false, short answer, and essay formats, each with an answer justification, page reference, difficulty rating, and type designation. This test bank is also available in a computerized testing format (see below).
- Pearson's **computerized test banks** allow instructors to filter and select questions to create quizzes, tests, or homework. Instructors can revise questions or add their own, and may be able to choose print or online options. These questions are also available in Microsoft Word format. The computerized test bank for *The World of Psychology*, Eighth Canadian Edition includes over 3600 questions in multiple-choice, true/false, and essay formats.
- **Image Library:** The image library provides you with chapter figures and tables.

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