

CONTENTS

10 INTRODUCTION

PHILOSOPHICAL ROOTS

PSYCHOLOGY IN THE MAKING

- 18 **The four temperaments of personality**
Galen
- 20 **There is a reasoning soul in this machine**
Descartes
- 22 **Dormez!** Abbé Faria
- 24 **Concepts become forces when they resist one another**
Johann Friedrich Herbart
- 26 **Be that self which one truly is** Søren Kierkegaard
- 28 **Personality is composed of nature and nurture**
Francis Galton
- 30 **The laws of hysteria are universal**
Jean-Martin Charcot
- 31 **A peculiar destruction of the internal connections of the psyche**
Emil Kraepelin
- 32 **The beginnings of the mental life date from the beginnings of life**
Wilhelm Wundt

- 38 **We know the meaning of "consciousness" so long as no one asks us to define it**
William James
- 46 **Adolescence is a new birth**
G. Stanley Hall
- 48 **24 hours after learning something, we forget two-thirds of it**
Hermann Ebbinghaus
- 50 **The intelligence of an individual is not a fixed quantity**
Alfred Binet
- 54 **The unconscious sees the men behind the curtains**
Pierre Janet



BEHAVIORISM

RESPONDING TO OUR ENVIRONMENT

- 60 **The sight of tasty food makes a hungry man's mouth water** Ivan Pavlov
- 62 **Profitless acts are stamped out**
Edward Thorndike
- 66 **Anyone, regardless of their nature, can be trained to be anything**
John B. Watson
- 72 **That great God-given maze which is our human world** Edward Tolman
- 74 **Once a rat has visited our grain sack we can plan on its return** Edwin Guthrie
- 75 **Nothing is more natural than for the cat to "love" the rat** Zing-Yang Kuo
- 76 **Learning is just not possible** Karl Lashley
- 77 **Imprinting cannot be forgotten!** Konrad Lorenz
- 78 **Behavior is shaped by positive and negative reinforcement** B.F. Skinner
- 86 **Stop imagining the scene and relax**
Joseph Wolpe

PSYCHOTHERAPY

THE UNCONSCIOUS DETERMINES BEHAVIOR

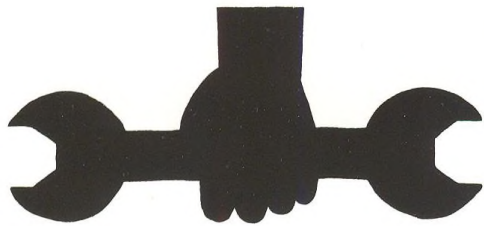
- 92 The unconscious is the true psychical reality**
Sigmund Freud
- 100 The neurotic carries a feeling of inferiority with him constantly**
Alfred Adler
- 102 The collective unconscious is made up of archetypes**
Carl Jung
- 108 The struggle between the life and death instincts persists throughout life**
Melanie Klein
- 110 The tyranny of the "shoulds"** Karen Horney
- 111 The superego becomes clear only when it confronts the ego with hostility** Anna Freud
- 112 Truth can be tolerated only if you discover it yourself** Fritz Perls
- 118 It is notoriously inadequate to take an adopted child into one's home and love him**
Donald Winnicott
- 122 The unconscious is the discourse of the Other**
Jacques Lacan
- 124 Man's main task is to give birth to himself**
Erich Fromm

- 130 The good life is a process not a state of being**
Carl Rogers
- 138 What a man can be, he must be**
Abraham Maslow
- 140 Suffering ceases to be suffering at the moment it finds a meaning**
Viktor Frankl
- 141 One does not become fully human painlessly**
Rollo May
- 142 Rational beliefs create healthy emotional consequences**
Albert Ellis
- 146 The family is the "factory" where people are made**
Virginia Satir
- 148 Turn on, tune in, drop out**
Timothy Leary
- 149 Insight may cause blindness**
Paul Watzlawick
- 150 Madness need not be all breakdown. It may also be break-through**
R.D. Laing
- 152 Our history does not determine our destiny**
Boris Cyrulnik
- 154 Only good people get depressed** Dorothy Rowe
- 155 Fathers are subject to a rule of silence**
Guy Corneau

COGNITIVE PSYCHOLOGY

THE CALCULATING BRAIN

- 160 Instinct is a dynamic pattern** Wolfgang Köhler
- 162 Interruption of a task greatly improves its chances of being remembered**
Bluma Zeigarnik
- 163 When a baby hears footsteps, an assembly is excited**
Donald Hebb
- 164 Knowing is a process not a product**
Jerome Bruner
- 166 A man with conviction is a hard man to change**
Leon Festinger
- 168 The magical number 7, plus or minus 2**
George Armitage Miller
- 174 There's more to the surface than meets the eye**
Aaron Beck
- 178 We can listen to only one voice at once**
Donald Broadbent
- 186 Time's arrow is bent into a loop**
Endel Tulving
- 192 Perception is externally guided hallucination**
Roger N. Shepard

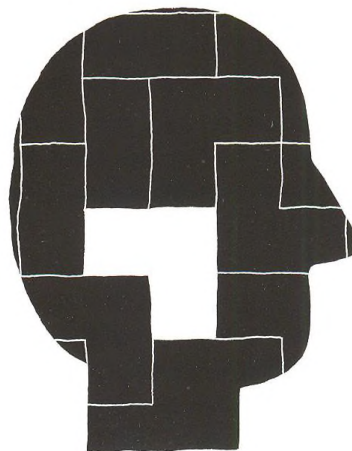


- 193 We are constantly on the lookout for causal connections**
Daniel Kahneman
- 194 Events and emotion are stored in memory together**
Gordon H. Bower
- 196 Emotions are a runaway train** Paul Ekman
- 198 Ecstasy is a step into an alternative reality**
Mihály Csikszentmihályi
- 200 Happy people are extremely social**
Martin Seligman
- 202 What we believe with all our hearts is not necessarily the truth**
Elizabeth Loftus
- 208 The seven sins of memory**
Daniel Schacter
- 210 One is not one's thoughts**
Jon Kabat-Zinn
- 211 The fear is that biology will debunk all that we hold sacred**
Steven Pinker
- 212 Compulsive behavior rituals are attempts to control intrusive thoughts**
Paul Salkovskis

SOCIAL PSYCHOLOGY

BEING IN A WORLD
OF OTHERS

- 218 You cannot understand a system until you try to change it**
Kurt Lewin
- 224 How strong is the urge toward social conformity?**
Solomon Asch
- 228 Life is a dramatically enacted thing**
Erving Goffman
- 230 The more you see it, the more you like it**
Robert Zajonc
- 236 Who likes competent women?**
Janet Taylor Spence
- 237 Flashbulb memories are fired by events of high emotionality**
Roger Brown



- 238 The goal is not to advance knowledge, but to be in the know** Serge Moscovici
- 240 We are, by nature, social beings** William Glasser
- 242 We believe people get what they deserve**
Melvin Lerner
- 244 People who do crazy things are not necessarily crazy**
Elliot Aronson
- 246 People do what they are told to do**
Stanley Milgram
- 254 What happens when you put good people in an evil place?**
Philip Zimbardo
- 256 Trauma must be understood in terms of the relationship between the individual and society**
Ignacio Martín-Baró

DEVELOPMENTAL PSYCHOLOGY

FROM INFANT TO ADULT

- 262 The goal of education is to create men and women who are capable of doing new things** Jean Piaget
- 270 We become ourselves through others**
Lev Vygotsky
- 271 A child is not beholden to any particular parent**
Bruno Bettelheim
- 272 Anything that grows has a ground plan**
Erik Erikson
- 274 Early emotional bonds are an integral part of human nature** John Bowlby
- 278 Contact comfort is overwhelmingly important** Harry Harlow
- 279 We prepare children for a life about whose course we know nothing**
Françoise Dolto
- 280 A sensitive mother creates a secure attachment** Mary Ainsworth
- 282 Who teaches a child to hate and fear a member of another race?**
Kenneth Clark
- 284 Girls get better grades than boys**
Eleanor E. Maccoby

- 286 Most human behavior is learned through modeling**
Albert Bandura
- 292 Morality develops in six stages**
Lawrence Kohlberg
- 294 The language organ grows like any other body organ**
Noam Chomsky
- 298 Autism is an extreme form of the male brain**
Simon Baron-Cohen

PSYCHOLOGY OF DIFFERENCE

PERSONALITY AND INTELLIGENCE

- 304 Name as many uses as you can think of for a toothpick**
J.P. Guilford
- 306 Did Robinson Crusoe lack personality traits before the advent of Friday?**
Gordon Allport
- 314 General intelligence consists of both fluid and crystallized intelligence**
Raymond Cattell
- 316 There is an association between insanity and genius** Hans J. Eysenck
- 322 Three key motivations drive performance**
David C. McClelland

- 324 Emotion is an essentially unconscious process**
Nico Frijda
- 326 Behavior without environmental cues would be absurdly chaotic**
Walter Mischel
- 328 We cannot distinguish the sane from the insane in psychiatric hospitals**
David Rosenhan
- 330 The three faces of Eve**
Thigpen & Cleckley

332 DIRECTORY

340 GLOSSARY

344 INDEX

351 ACKNOWLEDGMENTS

