

How We See Color 115  
How the Ear Works 119  
How We Distinguish Pitch 121

**How We Make Sense of What We See 124**  
Bottom-Up Processing and Top-Down Processing 125  
Perceptual Organization and Perceptual Constancy 127  
Depth Perception 135

## 148 CHAPTER 4 Learning

**Learning Through Classical Conditioning 149**  
The Elements and Procedures of Classical Conditioning 149  
General Learning Processes in Classical Conditioning 156

**Learning Through Operant Conditioning 162**  
Learning Through Reinforcement and Punishment 164  
General Learning Processes in Operant Conditioning 168  
Partial-Reinforcement Schedules in Operant Conditioning 172  
Motivation, Behavior, and Reinforcement 177

**Biological and Cognitive Aspects of Learning 182**  
Biological Preparedness in Learning 183  
Latent Learning and Observational Learning 185

## 198 CHAPTER 5 Memory

**Three-Stage Model of Memory 199**  
Sensory Memory 200  
Short-Term Memory 204  
Long-Term Memory 208

**Encoding Information into Memory 217**  
How We Encode Information 217  
How to Improve Encoding 222

**Retrieving Information from Memory 226**  
How to Measure Retrieval 226  
Why We Forget 227  
The Reconstructive Nature of Retrieval 232

## 242 CHAPTER 6 Thinking and Intelligence

**Problem Solving 243**  
Blocks to Problem Solving 244  
Solution Strategies 247

**Thinking Under Uncertainty 252**

Judging Probability 253

Hypothesis Testing 258

**Intelligent Thinking 262**

Intelligence Tests 262

Controversies About Intelligence 267

**282 CHAPTER 7 Developmental Psychology****Prenatal Development and Infancy 284**

Prenatal Development 284

How We Develop During Infancy 287

**How We Think Throughout Our Lives 293**

How We Learn Language 294

Piaget's Theory of Cognitive Development 297

Vygotsky's Sociocultural Approach to Development 304

How Intelligence Changes in Adulthood 305

**Moral Development and Social Development 310**

Kohlberg's Theory of Moral Reasoning 310

Attachment and Parenting Styles 312

Theory of Mind 317

Erikson's Psychosocial Stage Theory of Development 319

**328 CHAPTER 8 Personality Theories and Assessment****The Psychoanalytic Approach to Personality 330**

Freudian Classical Psychoanalytic Theory of Personality 330

Neo-Freudian Theories of Personality 339

**The Humanistic Approach and the Social-Cognitive Approach to Personality 342**

The Humanistic Approach to Personality 343

The Social-Cognitive Approach to Personality 347

**Trait Theories of Personality and Personality Assessment 351**

Trait Theories of Personality 351

Personality Assessment 358

**368 CHAPTER 9 Social Psychology****How Others Influence Our Behavior 370**

Why We Conform 370

Why We Comply 375

Why We Obey 379

How Groups Influence Us 395