

Contents

In Their Own Words	xiv
Preface	xvi

CHAPTER 1

The Study of the History of Psychology	1
Did You See the Clown? 1	
Why Study the History of Psychology? 1	
The Development of Modern Psychology 3	
The Data of History: Reconstructing Psychology's Past 4	
Historiography: How We Study History 4	
Lost or Suppressed Data 6	
Data Distorted in Translation 7	
Self-Serving Data 8	
Contextual Forces in Psychology 9	
Economic Opportunity 9	
The World Wars 10	
Prejudice and Discrimination 10	
Conceptions of Scientific History 14	
The Personalistic Theory 14	
The Naturalistic Theory 15	
Schools of Thought in the Evolution of Modern Psychology 16	
Plan of the Book 18	
Discussion Questions 19	
Recommended Resources 19	

CHAPTER 2

Philosophical Influences on Psychology.....	21
The Defecating Duck and the Glory of France 21	
The Spirit of Mechanism 21	
The Clockwork Universe 23	
Determinism and Reductionism 23	
Automata 24	
People as Machines 25	
The Calculating Engine 26	
The Beginnings of Modern Science 29	
René Descartes (1596–1650) 29	
The Contributions of Descartes: Mechanism and the Mind-Body Problem 31	
The Nature of the Body 32	
The Mind-Body Interaction 33	
The Doctrine of Ideas 34	
Philosophical Foundations of the New Psychology: Positivism, Materialism, and Empiricism 34	
Auguste Comte (1798–1857) 34	

John Locke (1632–1704)	36
George Berkeley (1685–1753)	39
David Hartley (1705–1757)	41
James Mill (1773–1836)	41
John Stuart Mill (1806–1873)	42
Contributions of Empiricism to Psychology	44
Discussion Questions	45
Recommended Resources	45

CHAPTER 3

Physiological Influences on Psychology	47
David K. Makes a Mistake: The Importance of the Human Observer	47
Developments in Early Physiology	49
Research on Brain Functions: Mapping from the Inside	49
Research on Brain Functions: Mapping from the Outside	50
Research on the Nervous System	52
The Mechanistic Spirit	53
The Beginnings of Experimental Psychology	54
Why Germany?	54
Hermann von Helmholtz (1821–1894)	55
Helmholtz's Life	56
Helmholtz's Contributions to the New Psychology	57
Ernst Weber (1795–1878)	57
Two-Point Thresholds	58
Just Noticeable Differences	58
Gustav Theodor Fechner (1801–1887)	59
Fechner's Life	59
Mind and Body: A Quantitative Relationship	60
Methods of Psychophysics	61
The Formal Founding of Psychology	64
Discussion Questions	64
Recommended Resources	64

CHAPTER 4

The New Psychology	65
No Multitasking Allowed	65
The Founding Father of Modern Psychology	66
Wilhelm Wundt (1832–1920)	67
Wundt's Life	67
The Leipzig Years	68
Cultural Psychology	69
The Study of Conscious Experience	71
The Method of Introspection	72
Elements of Conscious Experience	73
Organizing the Elements of Conscious Experience	74
The Fate of Wundt's Psychology in Germany	75
Criticisms of Wundtian Psychology	76
Wundt's Legacy	77

Other Developments in German Psychology	77
Hermann Ebbinghaus (1850–1909)	77
Ebbinghaus's Life	78
Research on Learning	78
Research with Nonsense Syllables	79
Other Contributions to Psychology	80
Franz Brentano (1838–1917)	81
The Study of Mental Acts	81
Carl Stumpf (1848–1936)	82
Phenomenology	82
Oswald Külpe (1862–1915)	83
Külpe's Differences with Wundt	83
Systematic Experimental Introspection	84
Imageless Thought	84
Research Topics of the Würzburg Laboratory	85
Comment	85
Discussion Questions	86
Recommended Resources	86

CHAPTER 5

Structuralism	87
Swallow the Rubber Tube—A College Prank?	87
Edward Bradford Titchener (1867–1927)	88
Titchener's Life	88
Titchener's Experimentalists: No Women Allowed!	90
The Content of Conscious Experience	92
Introspection	94
The Elements of Consciousness	96
Criticisms of Structuralism	98
Criticisms of Introspection	98
Additional Criticisms of Titchener's System	100
Contributions of Structuralism	100
Discussion Questions	101
Recommended Resources	101

CHAPTER 6

Functionalism: Antecedent Influences	102
Scientist Captivated by Childlike Jenny	102
The Functionalist Protest	103
The Evolution Revolution: Charles Darwin (1809–1882)	103
Darwin's Life	105
<i>On the Origin of Species by Means of Natural Selection</i>	108
The Finches' Beaks: Evolution at Work	110
Darwin's Influence on Psychology	111
Individual Differences: Francis Galton (1822–1911)	113
Galton's Life	113
Mental Inheritance	115
Statistical Methods	117
Mental Tests	117
The Association of Ideas	119

Mental Imagery	119
Arithmetic by Smell and Other Topics	120
Comment	120
Animal Psychology and the Development of Functionalism	121
George John Romanes (1848–1894)	122
C. Lloyd Morgan (1852–1936)	123
Comment	124
Discussion Questions	124
Recommended Resources	125

CHAPTER 7

Functionalism: Development and Founding	127
Evolution's Neurotic Philosopher	127
Evolution Comes to America: Herbert Spencer (1820–1903)	128
Social Darwinism	128
Synthetic Philosophy	129
The Continuing Evolution of Machines	129
Henry Hollerith and the Punched Cards	130
William James (1842–1910): Anticipator of Functional Psychology	131
James's Life	131
<i>The Principle of Psychology</i>	135
The Subject Matter of Psychology: A New Look at Consciousness	136
The Methods of Psychology	138
Pragmatism	139
The Theory of Emotions	139
The Three-Part Self	139
Habit	140
The Functional Inequality of Women	140
Mary Whiton Calkins (1863–1930)	140
Helen Bradford Thompson Woolley (1874–1947)	142
Leta Stetter Hollingworth (1886–1939)	143
Granville Stanley Hall (1844–1924)	144
Hall's Life	144
Evolution and the Recapitulation Theory of Development	148
Comment	149
The Founding of Functionalism	149
The Chicago School	149
John Dewey (1859–1952)	150
The Reflex Arc	150
Comment	151
James Rowland Angell (1869–1949)	151
Angell's Life	151
The Province of Functional Psychology	152
Comment	153
Harvey A. Carr (1873–1954)	153
Functionalism: The Final Form	153
Functionalism at Columbia University	154
Robert Sessions Woodworth (1869–1962)	154
Woodworth's Life	154
Dynamic Psychology	155

Criticisms of Functionalism	156
Contributions of Functionalism	156
Discussion Questions	156
Recommended Resources	157

CHAPTER 8

Applied Psychology: The Legacy of Functionalism	159
FDA Raid: Target Coca-Cola	159
Toward a Practical Psychology	160
The Growth of American Psychology	160
Economic Influences on Applied Psychology	162
Mental Testing	163
James McKeen Cattell (1860–1944)	163
Mental Tests	166
Comment	166
The Psychological Testing Movement	167
Binet, Terman, and the IQ Test	167
World War I and Group Testing	169
Ideas from Medicine and Engineering	170
Racial Differences in Intelligence	170
Contributions of Women to the Testing Movement	172
The Clinical Psychology Movement	173
Lightner Witmer (1867–1956)	173
Witmer's Life	174
Clinics for Child Evaluation	175
Comment	176
The Profession of Clinical Psychology	176
The Industrial-Organizational Psychology Movement	177
Walter Dill Scott (1869–1955)	177
Scott's Life	177
Advertising and Human Suggestibility	178
Employee Selection	179
Comment	179
The Impact of the World Wars	180
The Hawthorne Studies and Organizational Issues	180
Contributions of Women to Industrial-Organizational Psychology	181
Hugo Münsterberg (1863–1916)	182
Münsterberg's Life	182
Forensic Psychology and Eyewitness Testimony	184
Psychotherapy	184
Industrial Psychology	185
Comment	186
Applied Psychology in the United States: A National Mania	186
Comment	188
Discussion Questions	188
Recommended Resources	189

CHAPTER 9

Behaviorism: Antecedent Influences	190
Hans the Wonder Horse—Math Genius?	190
Toward a Science of Behavior	191
The Influence of Animal Psychology on Behaviorism	192
Jacques Loeb (1859–1924)	193
Rats, Ants, and the Animal Mind	193
On Becoming an Animal Psychologist	195
Was Hans Really Clever?	196
Edward Lee Thorndike (1874–1949)	197
Thorndike's Life	197
Connectionism	198
The Puzzle Box	199
Laws of Learning	200
Comment	200
Ivan Petrovitch Pavlov (1849–1936)	200
Pavlov's Life	200
Conditioned Reflexes	203
E. B. Twitmyer (1873–1943)	206
Comment	207
Vladimir M. Bekhterev (1857–1927)	207
Associated Reflexes	208
The Influence of Functional Psychology on Behaviorism	208
Discussion Questions	210
Recommended Resources	210

CHAPTER 10

Behaviorism: The Beginnings	211
The Psychologist, the Baby, and the Hammer: Don't Try This at Home!	211
John B. Watson (1878–1958)	212
Watson's Life	212
The Development of Behaviorism	214
The Reaction to Watson's Program	220
The Methods of Behaviorism	221
The Subject Matter of Behaviorism	222
Instincts	223
Emotions	224
Albert, Peter, and the Rabbits	225
Thought Processes	226
Behaviorism's Popular Appeal	227
An Outbreak of Psychology	228
Criticisms of Watson's Behaviorism	229
Karl Lashley (1890–1958)	229
William McDougall (1871–1938)	230
The Watson–McDougall Debate	230
Contributions of Watson's Behaviorism	231
Discussion Questions	232
Recommended Resources	233

CHAPTER 11

Behaviorism: After the Founding.....	234
The IQ Zoo	234
Three Stages of Behaviorism	235
Operationism	235
Edward Chace Tolman (1886–1959)	236
Purposive Behaviorism	237
Intervening Variables	237
Learning Theory	238
Comment	238
Clark Leonard Hull (1884–1952)	239
Hull's Life	239
The Spirit of Mechanism	240
Objective Methodology and Quantification	240
Drives	240
Learning	241
Comment	241
B. F. Skinner (1904–1990)	242
Skinner's Life	242
Skinner's Behaviorism	244
Operant Conditioning	246
Schedules of Reinforcement	247
Successive Approximation: The Shaping of Behavior	248
Aircribs, Teaching Machines, and Pigeon-Guided Missiles	248
<i>Walden Two</i> —A Behaviorist Society	249
Behavior Modification	250
Criticisms of Skinner's Behaviorism	251
Contributions of Skinner's Behaviorism	251
Sociobehaviorism: The Cognitive Challenge	252
Albert Bandura (1925–)	252
Social Cognitive Theory	253
Self-Efficacy	254
Behavior Modification	255
Comment	255
Julian Rotter (1916–)	256
Cognitive Processes	256
Locus of Control	257
Comment	258
The Fate of Behaviorism	258
Discussion Questions	259
Recommended Resources	260

CHAPTER 12

Gestalt Psychology	261
A Sudden Insight	261
The Gestalt Revolt	262
More to Perception than Meets the Eye	262
Antecedent Influences on Gestalt Psychology	263
The Changing Zeitgeist in Physics	264

The Phi Phenomenon: A Challenge to Wundtian Psychology	265
Max Wertheimer (1880–1943)	266
Kurt Koffka (1886–1941)	268
Wolfgang Köhler (1887–1967)	269
The Nature of the Gestalt Revolt	270
Gestalt Principles of Perceptual Organization	272
Gestalt Studies of Learning: Insight and the Mentality of Apes	273
Comment	276
Productive Thinking in Humans	277
Isomorphism	278
The Spread of Gestalt Psychology	278
The Battle with Behaviorism	279
Gestalt Psychology in Nazi Germany	280
Field Theory: Kurt Lewin (1890–1947)	280
Lewin's Life	280
The Life Space	281
Motivation and the Zeigarnik Effect	282
Social Psychology	283
Criticisms of Gestalt Psychology	283
Contributions of Gestalt Psychology	284
Discussion Questions	284
Recommended Resources	285

CHAPTER 13

Psychoanalysis: The Beginnings	286
Was It Only a Dream?	286
The Development of Psychoanalysis	286
Antecedent Influences on Psychoanalysis	288
Theories of the Unconscious Mind	288
Early Ideas About Psychopathology	289
The Influence of Charles Darwin	292
Additional Influences	293
Sigmund Freud (1856–1939) and the Development of Psychoanalysis	294
The Case of Anna O.	296
The Sexual Basis of Neurosis	297
Studies on Hysteria	298
The Childhood Seduction Controversy	299
Freud's Sex Life	300
Dream Analysis	301
The Pinnacle of Success	301
Psychoanalysis as a Method of Treatment	307
Psychoanalysis as a System of Personality	309
Instincts	309
Levels of Personality	309
Anxiety	311
Psychosexual Stages of Personality Development	311
Mechanism and Determinism in Freud's System	312
Relations Between Psychoanalysis and Psychology	313

The Scientific Validation of Psychoanalytic Concepts 314

Criticisms of Psychoanalysis 315

Contributions of Psychoanalysis 317

Discussion Questions 318

Recommended Resources 319

CHAPTER 14

Psychoanalysis: After the Founding 320

When Life Hands You Lemons... 320

Competing Factions 321

The Neo-Freudians and Ego Psychology 321

Anna Freud (1895–1982) 321

Child Analysis 322

Comment 323

Object Relations Theories: Melanie Klein (1882–1960) 323

Carl Jung (1875–1961) 324

Jung's Life 324

Analytical Psychology 326

The Collective Unconscious 327

Archetypes 327

Introversion and Extraversion 328

Psychological Types: The Functions and Attitudes 328

Comment 329

Social Psychological Theories: The Zeitgeist Strikes Again 329

Alfred Adler (1870–1937) 330

Adler's Life 330

Individual Psychology 331

Inferiority Feelings 331

Style of Life 332

The Creative Power of the Self 332

Birth Order 332

Comment 333

Karen Horney (1885–1952) 334

Horney's Life 334

Disagreements with Freud 335

Basic Anxiety 335

Neurotic Needs 336

The Idealized Self-Image 336

Comment 336

The Evolution of Personality Theory: Humanistic Psychology 337

Antecedent Influences on Humanistic Psychology 338

The Nature of Humanistic Psychology 338

Abraham Maslow (1908–1970) 339

Maslow's Life 339

Self-Actualization 340

Comment 342

Carl Rogers (1902–1987) 343

Rogers's Life 343

Self-Actualization 344

Comment 345

The Fate of Humanistic Psychology 345**Positive Psychology** 346

Comment 349

The Psychoanalytic Tradition in History 349**Discussion Questions** 349**Recommended Resources** 350**CHAPTER 15****Contemporary Developments in Psychology** 351**Chess Champion Capitulates to Cunning Computer** 351**Schools of Thought in Perspective** 352**The Cognitive Movement in Psychology** 353

Antecedent Influences on Cognitive Psychology 353

The Changing Zeitgeist in Physics 354

The Founding of Cognitive Psychology 355

George Miller (1920–) 356

The Center for Cognitive Studies 356

Ulric Neisser (1928–) 357**The Computer Metaphor** 358

The Development of the Modern Computer 359

Artificial Intelligence 360**The Nature of Cognitive Psychology** 361

Cognitive Neuroscience 362

The Role of Introspection 363

Unconscious Cognition 363

Animal Cognition 364

Animal Personality 365

Current Status of Cognitive Psychology 365

Evolutionary Psychology 367

Antecedent Influences on Evolutionary Psychology 368

The Influence of Sociobiology 369

Current Status of Evolutionary Psychology 370

Comment 371

Discussion Questions 371**Recommended Resources** 372**Glossary** 373**References** 378**Name Index** 405**Subject Index** 411