

Contents

1	Methods of Investigation in Psychology	1
1.1	Introduction 1.2 Unbiased observation—fact and fiction	
2	Perception I—Innate Factors, Early Experience and Cultural Influences	8
2.1	Innate factors in perception 2.2 Clues from studies which deprive of early perceptual experience 2.3 Clues from studying perceptual processes in different cultures 2.4 Conclusions	
3	Perception II—Analysing and Quantifying Human Perception and Reaction	17
3.1	Psychological problems of detection 3.2 Differential sensitivity 3.3 Signal-detection theory 3.4 Detection and recognition 3.5 Recognition and reaction	
4	Conditioning and Learning	27
4.1	Learning and performance 4.2 Conditioning and learning 4.3 Conditioning 4.4 Factors affecting rate of learning 4.5 The physiological basis of learning	
5	Transition to Human Learning	36
5.1	Discrimination and reversal learning 5.2 Factors which affect human learning	
6	Remembering and Forgetting	43
6.1	Short-term memory—the basic facts 6.2 Things which interfere with short-term memory 6.3 The effects of rehearsing 6.4 Immediate memory can be improved with practice 6.5 Long and short term memory	
7	Thought and Language	50
7.1	The developmental study of thinking 7.2 Language 7.3 Communication in non-human primates	
	Further reading	60