

**Introductory Psychology Compendium: Table 3**  
**Content Analysis: Percentage of Text Devoted to Topics in Chapter Titles for Regular Introductory Psychology Textbooks**

Textbook <sup>a</sup>	Level	Introduction	Research Methods	Biology	Sensation/ Perception	Consciousness	Learning	Memory	Language/ Thought	Intelligence
Gerrig &	H	3	4	6	8	5	6	7	7	5
Gleitman &	H	2	3	7	10	0	6	5	13	5
Gray	H	4	3	6	13	2	6	6	2	4
Smith &	H	3	2	5	13	6	5	7	6	4
Sternberg	H	5	5	8	9	6	5	5	6	5
Bernstein &	HM	3	4	6	12	5	6	6	6	5
Gazzaniga &	HM	5	5	11	8	3 <sup>b</sup>	6	7	5	3
Kowalski &	HM	4	4	6	8	4	5	5	5	4
Nairne	HM	5	6	7	8	6	6	6	6	6
Sanrock	HM	5	5	6	7	6	5	6	5	5
Weiten	HM	5	6	7	8	6	6	6	6	6
Baron &	M	3	3	6	8	6	7	6	5	4
Ettinger	M	4	5	8	9	4	6	7	7	4
Franzoi	M	4	5	7	7	6	6	7	6	7
Griggs	M	6	3	10	10	2	9	10	5	3
Kalat	M	4	6	4	9	6	6	6	8	5
Kassin	M	3	2	6	6	6	5	6	6	6
Kosslyn &	M	4	5	7	7	6	6	6	7	6
Myers	M	2	5	6	10	6	5	6	5	5
Passer &	M	4	5	7	7	7	7	7	4	4
Sdorow &	M	4	5	7	8	6	5	6	6	5
Wade &	M	5	5	6	7	6	6	7	4	3
Ciccarelli &	LM	3	3	7	7	7	7	7	4	3
Davis &	LM	3	2	7	7	7	6	5	4	3
Feldman	LM	4	4	6	8	6	6	6	5	5
Lefton &	LM	4	4	6	7	5	6	5	5	5
Morris &	LM	5	3	8	9	7	7	6	6	6
Nevid	LM	4	2	8	7	6	6	6	4	3
Pastorino &	LM	3	3	7	8	6	7	6	4	2
Rathus	LM	4	3	7	7	7	5	7	4	4
Baucum &	L	5	3	6	7	0	7	6	6	5
Coon	L	3	3	5	10	6	5	5	5	4
Gerow &	L	3	3	7	8	7	7	8	4	5
Hockenbury &	L	3	4	7	7	7	8	7	3	3
Huffman	L	4	4	7	7	7	6	7	4	3
Lahey	L	4	4	8	7	5	6	6	3	3
Plotnik	L	4	3	8	9	8	7	7	4	4
Wood &	L	3	3	6	6	6	6	6	5	6

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**Introductory Psychology Compendium: Table 3 (continued)**  
**Content Analysis: Percentage of Text Devoted to Topics in Chapter Titles for Regular Introductory Psychology Textbooks**

Textbook <sup>a</sup>	Level	Emotion/ Motivation	Developmental	Personality	Disorders	Therapies	Health	Social	Applied <sup>c</sup>	Other <sup>d</sup>
Gerrig &	H	7	8	5	7	6	4	10	0	0
Gleitman &	H	7	12	7	6	5	0	12	0	0
Gray	H	5	13	6	6	6	0	11	0	6
Smith &	H	11	6	6	6	5	5	11	0	0
Sternberg	H	5	11	5	6	5	4	10	0	0
Bernstein &	HM	7	8	5	7	6	4	10	0	0
Gazzaniga &	HM	10 <sup>b</sup>	7	6	6	6	3	8	0	0
Kowalski &	HM	7	12	5	6	5	8	11	0	0
Nairne	HM	6	8	6	6	6	6	7	0	0
Sanrock	HM	7	8	6	6	6	6	8	0	0
Weiten	HM	6	8	6	7	6	6	6	0	0
Baron &	M	7	9	7	6	5	7	7	0	6
Ettinger	M	8	13	6	8	5	2	7	0	0
Franzoi	M	8	7	7	6	6	6	7	0	0
Griggs	M	3	10	9	5	5	0	10	0	0
Kalat	M	11	8	6	7	5	2	7	0	0
Kassin	M	9	7	6	6	6	5	11	0	5 <sup>d</sup>
Kosslyn &	M	7	7	6	7	6	5	7	0	0
Myers	M	10	8	6	5	5	6	7	0	5 <sup>d</sup>
Passer &	M	8	7	7	7	6	7	7	0	0
Sdorow &	M	11	7	6	7	5	6	7	0	0
Wade &	M	11	7	6	7	5	5	7	0	4
Ciccarelli &	LM	6	7	6	7	6	6	7	0	6
Davis &	LM	7	8	6	7	6	5	6	3	7
Feldman	LM	6	9	5	6	5	5	6	0	7
Lefton &	LM	6	12	6	6	7	5	6	5	0
Morris &	LM	6	9	6	7	6	6	6	0	0
Nevid	LM	6	13	7	6	6	5	6	0	5
Pastorino &	LM	6	13	5	6	6	5	7	0	6
Rathus	LM	6	8	6	6	7	6	6	0	7
Baucum &	L	7	14	6	7	6	7	7	0	0
Coon	L	6	11	5	6	5	5	8	4	5
Gerow &	L	7	8	7	6	5	5	7	0	0
Hockenbury &	L	7	7	7	7	7	5	6	0	6
Huffman	L	6	10	6	7	6	5	7	0 <sup>g</sup>	5
Lahey	L	6	7	6	5	5	6	6	6	8
Plotnik	L	8	9	8	8	4	5	5	0	0
Wood &	L	6	12	5	5	4	5	5	5	5

Table continues on the next page.

*Notes.* Because of rounding percentages to the nearest whole number, total percentages may not always sum to 100%. The Hinrichs text is not included due to its atypical organization of topics within chapters. The reader is advised to examine the individual narrative for greater detail on this text.

<sup>a</sup>The textbooks are listed by the first author's surname; an ampersand indicates one or more additional authors.

<sup>b</sup>In the Gazzaniga & Heatherton text, the material on consciousness is included in one of the biological chapters and material on emotion is combined with health.

<sup>c</sup>"Applied" topics include primarily industrial/organizational and environmental psychology; coverage of other applied topics (e.g., consumer psychology) varies among individual books.

<sup>d</sup>"Other" topics include at least one-third of an entire chapter devoted exclusively to diversity or sex/gender. Sex/gender chapters include primarily information on the biological processes that make a person male or female, the influence that this outcome has on a person's social development, and gender differences in behaviors and abilities. Exceptions to this are the Myers and Kassir textbooks which contain separate chapter coverage of Nature-Nurture.

<sup>e</sup>The Huffman text offers two optional chapters on Industrial/Organizational Psychology and Human Performance in a Global Economy.