

Index

- Ach, 44, 169
 Allport, 67, 69, 147, 152,
 170, 198
 anchoring, 109, 201
 animal psychology, 23, 170
 anthropology
 diffusionism, 7, 20, 86–89, 144
 field work, 85
 functionalism, 107
 intensive study, 91
 of South Pacific, 87
 anticipation, 44, 48, 172, 180
 Applied Psychology Unit, 13, 33
 art
 among the Nupe and Yoruba, 153
 decorative, 100
 evolution of, 84, 87
 intuition in, 184
 role of conventions, 90, 184
 assimilation, 67, 68, 69, 100, 123, 195
 association, 44, 155, 156, 170
 theory of, 168
 attitude, 44–45, 47, 49, 52, 62,
 63, 110, 124, 125, 127, 137,
 169
 analytic, 45, 49, 63, 156

 Bateson, 9, 32, 107, 153, 154–56,
 156, 164, 197
 behaviorism, 23, 118, 170
 Bergson, 17, 118, 127
 Billig, 64, 122
 blending
 of details, 55
 of material, 196
 of people, 87, 88

 Boas, 53, 55, 90
 brain, 31, 116, 117, 120, 121, 143,
 144, 204
 Brentano, 43, 122, 150, 200
 Brewer, 37, 132
British Journal of Psychology, 17,
 25, 128
 Broadbent, 31
 Brown, 134, 165, 195
 Bruner, 4, 159, 160, 200, 203
 Burt, 18, 19, 29

 Cambridge Cockpit, 32
 Cambridge Colleges, 16, 49
 Cambridge Laboratory, 12, 16,
 17, 18, 20, 22, 24, 31, 32,
 34, 36, 47
 Carmichael, 28, 183
 Cassirer, 93, 160
 causality, 63, 102, 117
 clinical psychology, 22, 66
 cognitive polyphasia, 187
 cognitive psychology, 5, 8, 34, 35,
 37, 131–33, 136, 168, 171, 197,
 199, 200, 203
 Cole, 4, 9, 37, 156–59, 160, 164,
 187, 201, 203, 204
 collective unconscious, 22, 143,
 144, 163
 comradeship, 92, 93, 94, 96, 97,
 103, 109, 111
 condensation, 69
 consciousness, 121, 124
 construction
 and conservation, 1, 3, 93
 of ideas in science, 6

224 Index

- construction (*cont.*)
 meaning of, 199
 versus information processing, 200
 constructiveness, 2, 35, 93, 150, 192
 in Cambridge, 16
 meaning of, 1
 operationalization, 159
 conventional criticism, 4, 76
 conventionalization, 21, 26, 27, 50,
 53, 55, 58, 106, 129, 135, 201
 conversation, 66, 187, 202
 Costall, 24, 25, 27, 36, 72
 Craik, 32, 33, 36
 cricket, 13, 15, 24, 30, 125, 173
 cultural change, 88, 99–101, 116,
 175
 cultural contact, 8, 27, 87, 96, 191,
 193, 196, 208
 cultural elements, 81, 110, 111
 cultural evolution, 82–85, 90,
 91, 101
 cultural patterns, 143, 154
 cultural psychology, 4, 37, 139,
 159, 203
 culture
 elements of, 94
 levels of, 88
 meaning of, 4
 culture contact, 81
 cybernetics, 31, 32, 58, 151

 Danziger, 6, 16, 64, 75, 107, 116,
 117, 147, 164, 198
 Dewey, 118, 127, 173
 diffusion
 by borrowing, 82, 96, 98–99,
 104, 111
 by contact, 82, 96, 97–98, 111
 discursive psychology, 134, 202
 dominance, 92, 94, 97, 100, 106,
 111, 150, 152, 196
 dominant details, 48, 51, 52, 68,
 100, 126, 197
 Douglas, 27, 37, 202
 Durkheim, 88, 89, 95, 101, 107,
 144, 160
 Duveen, 109, 110, 192

 Ebbinghaus, 24, 26, 40, 41–42, 45,
 46, 60, 63, 64, 75, 117, 124,
 157, 193
 effort after meaning, 4, 43, 48, 50,
 57, 122, 128, 131, 159, 193,
 200, 205
 elaboration, 6, 48, 53, 59, 68, 69,
 100, 111, 159
 ergonomics, 30
 error, 9, 71, 74, 76, 171
 everyday thinking, 9, 28, 34, 102,
 108, 167, 176, 181, 182,
 181–83, 183, 187, 193, 201,
 203, 205
 experiment
 cross cultural, 28, 59, 67,
 85–86, 153–54, 159,
 156–59, 183
 definition of, 40, 64, 77, 198
 German tradition, 19
 qualitative, 40, 76, 77
 extrapolation, 177–78

 fatigue, 30, 33, 89
 fear, 93, 95, 137
 Fechner, 41
 feedback loop, 94, 96, 106, 151
 fellowship dissertation, 20, 45,
 50, 167
 fill in gaps, 28, 47, 125, 167,
 174, 176
 First World War, 6, 13, 21, 23, 29,
 51, 52, 148, 196
 folk stories, 14, 58, 72, 90, 152
 frames, 132
 Frazer, 82, 83, 89
 Freud, 22, 108, 109, 143
 friendship, 93

 general impression, 44, 47, 52, 125
 Gestalt psychology, 7, 40, 67,
 69, 77, 122, 168, 169, 171,
 198, 199
 Gibson, 134
 Gigerenzer, 64, 65, 171, 180, 186
 Gillespie, 73, 125, 139, 185, 187
 Greenwood, 91, 107, 147

- groups
 definition of, 94
 special, 94, 98, 111, 112
 types of, 95, 109
- Haddon, 8, 21, 48, 61, 83, 84, 85, 87, 100, 122, 149, 153
- Halbwachs, 9, 125, 142, 143, 144, 145, 160, 163, 170
- Head, 8, 27, 36, 88, 115, 116, 119, 120, 121, 122, 128, 136, 151, 160, 193, 196
- Humphrey, 168–71
- imageless thought, 19, 169
- imagery
 auditory, 126
 kinaesthetic, 156
 visual, 50, 53, 126, 156
- images, 45, 46, 53, 120, 126, 142, 178, 196
 characteristics of, 126
 functions of, 126
 thought, 169
- imagining, 49–50, 185
- importation, 51, 70, 129
- insight, 169, 170, 184
- intelligence, 28, 29, 104, 106, 182
- intentionality, 19, 43, 50, 122
- interest, 49, 52, 124, 125, 126, 129
- interpolation, 175–77, 179
- introspection, 19, 45, 56, 57, 118, 121
- James, 65
- Janet, 143, 197, 214
- Jung, 9, 19, 142, 143, 144, 160, 163
- Kant, 107, 115, 119, 201
- Kay, 57, 69, 70, 122, 194
- Köhler, 40, 169, 170
- leadership, 24, 96, 103
- leveling, 68, 69, 76
- Lévy-Bruhl, 8, 28, 55, 89, 101, 107, 108, 157, 183, 186, 201
- Logic, 14, 15, 175
- Lotze, 14
- making the unfamiliar familiar, 93, 107, 201
- Mandler, 158
- matter and manner of recall, 9, 198
- McDougall, 85, 92, 93
- Mead, 118, 125, 138, 197
- memory, 51–52
 accuracy, 72, 118, 163, 165
 collective, 143–45, 145, 160, 161, 165
 commemoration, 26
 cross-modal, 54, 202
 cued, 158
 distortion, 1, 69, 71, 73, 76, 171, 199, 204
 distributed, 160
 expertise, 124
 faces, 51
 as faculty, 71
 Iatmul, 155
 and imagination, 46, 185
 in ‘primitive’ culture, 149, 156–59
 storage metaphor, 137
 Swazi, 149–51
 trace theory of, 116–18, 143
 trauma, 23
- metaphor
 computer, 200
 conceptual mapping, 109
 experimentalist as clinician, 65, 75
 mind as machine, 32, 34, 171
- method
 idiographic, 64
 invention of, 180
 of nonsense syllables, 41, 43
 method of description, 51–52, 54, 65, 67, 199
 method of picture writing, 48, 53–55, 61, 67
 method of repeated reproduction, 21, 55, 58, 66, 69, 71, 73, 133, 135, 139, 153, 194, 199, 201
 method of serial reproduction, 21, 31, 58, 60, 58–61, 66, 67, 68, 69, 70, 71, 72, 74, 75, 76, 94, 99, 128, 148, 152, 194, 198, 202

226 Index

- Middleton, 9, 45, 66, 134, 138,
 202, 220
 Moore, 17
 Mori, 134–36
 Moscovici, 8, 82, 107–10, 144, 181,
 187, 201
 Myers, 15, 16, 17, 18, 19, 22, 23, 25,
 35, 47, 85
- Nadel, 9, 67, 107, 153, 154, 156,
 163, 164, 196, 197, 198
 naming, 47, 55, 61, 120
 narrative, 132, 158, 159
 templates, 74, 160–63
*National Institution of Industrial
 Psychology*, 24
 Neisser, 34, 63, 131, 187, 199–200,
 200
 Northway, 67, 119, 130, 128–31,
 136, 138, 165, 197
- objectification, 107, 108, 201
 objectivity, 65, 176, 184
 Oldfield, 67, 128, 131, 200
 organized setting, 122, 123,
 126, 134
- Paul, 69–70
 perceiving, 21, 47–49, 50, 61, 122,
 126, 148, 175, 193
 visual illusions, 86
 persuasiveness, 93, 106
 phantom limb, 121
 Piaget, 40, 77, 101, 115, 123
 prejudice, 69, 198
 prestige, 90, 96, 99
 primitive mentality, 28, 55,
 157, 183
 propaganda, 112, 194
 communication genre, 110
 democratic, 106
 political, 29, 104–6
 prospect, 101, 109, 195, 197
 psychic unity, 83, 101, 144
 psychoanalysis, 22, 23, 70, 87, 90,
 108, 109, 144
 psychophysics, 7, 16, 41, 42, 46, 88
- rationalization, 22, 57–58, 59, 74, 129
 recall
 free, 156, 158
 literal, 72, 76, 119, 196
 matter and manner of, 143,
 148–52
 rote, 152, 155, 156, 157, 203
 religion, 95, 100
 animism to mana, 87
 conversion, 97–98
 emerge of peyote cult, 99
 of Nupe and Yoruba tribes, 153
 representative man, 103
 repression, 22, 24, 108
 Rivers, 7, 13, 15, 16, 18, 20, 21, 22,
 23, 24, 25, 35, 36, 50, 85, 86,
 87, 85–89, 89, 97, 128, 151, 196
 Roediger, 51, 58, 64, 72, 73
 rule extraction, 158, 176, 178
 rumors, 58, 67, 68, 105, 152, 198
 Russell, 16, 17, 31
- Schacter, 2, 72, 203
 schema, 3, 8, 9, 27, 160, 171, 193,
 200, 202, 203
 approach, 134
 and cultural patterns, 122, 194
 definition of, 120, 123, 128, 133
 organization of, 130, 135, 136
 program analogy, 131
 schematic narrative templates,
 160–63, 164, 203
 as stage setting, 137
 story, 132
 terminological problems, 121
 turning around upon, 8, 124, 125,
 133, 195, 203
 scripts, 132
 Second World War, 6, 9, 13, 29,
 36, 68, 104, 162, 167,
 168, 173
 sentiments, 88, 93, 95
 serial position effect, 45, 60, 157
 sharpening, 68, 69, 70, 76
 Shweder, 4, 63, 90
 simplification, 6, 53, 57, 61, 68, 69,
 84, 100, 111, 159, 195

- single case analysis, 64, 75, 91, 135
 skill, 10, 13, 30, 31, 32, 34, 36, 124
 bodily, 172–74
 thinking as, 174
 social constructiveness, 99, 100,
 101, 103, 107, 112, 125, 195,
 198
 social framework, 148, 149, 152,
 157
 social influence, 90, 147, 164
 social psychology, 9, 27
 changing meaning, 147
 definition of, 146, 147
 genetic, 107
 and individualistic approaches,
 5, 89
 McDougall's theory, 92
 meaning of the social, 91
 original versus contemporary
 meaning, 147
 unit of analysis, 91
 social representations theory, 60, 74,
 107–10, 144
 sociology, 15
 and psychology, 26, 28, 88
 Spearman, 19, 29
 sports, 30, 123, 195
 St. John's College, 15, 18, 24, 155,
 170
 statistics, 64, 65, 69, 105
 stereotypes, 74, 92, 110
 Stout, 14, 15, 16, 18, 36
 submissiveness, 92, 111, 152
 substitution, 22, 45, 71, 129
 Sutton, 5, 127, 165, 174, 204
 symbols, 8, 20, 93, 95, 96, 98, 99,
 105, 144, 163, 174,
 176, 185
 temporality, 127, 137, 139, 172
 tendencies, 91–94
 construction, 24
 determining, 44, 169
 group difference, 93, 146
 instinctual, 89
 preferred persistent group, 93,
 146, 154, 198
 reproductive, 169
 social relationship, 92
 typology of, 92
 thinking
 artistic, 176, 183–85
 definition of, 171
 experimental, 34, 179–81
 expertise, 183
 immediate communicative, 181
 productive, 169
 timing, 30, 172
 Torres Strait, 85, 149, 153
 Tylor, 82
 types
 generalizing and particularizing, 49
 versus traits, 65
 visualizers and vocalizers, 52
 unit of analysis, 43, 89, 91
 University of Cambridge, 15, 47, 155
 University of London, 14, 15, 25
 Valsiner, 4, 6, 16, 35, 64, 65, 77, 85,
 91, 110, 135, 197
 visualization, 50, 52
 Vygotsky, 40, 93, 107, 118, 138, 197
War of the Ghosts, 21, 55, 56, 58, 59,
 62, 64, 67, 70, 71, 73, 74, 119,
 129, 133, 148, 182
 Ward, 13, 14, 15, 16, 17, 18, 19, 24,
 36, 43, 45, 67, 119, 128
 Watson, 23, 171
 Werner, 173, 185
 Wertsch, 4, 9, 160–63, 164, 203
 Wiener, 31, 32, 36
 Wittgenstein, 16, 91, 202
 Wundt, 16, 18, 19, 160
 Würzburg School, 19, 40, 44, 63, 77,
 168, 169, 171, 193
 Zangwill, 33, 69, 128
 Zeigarnik, 169