

FOREWORD

Science of psychology rests on two axioms:

Axiom of Purposiveness

Axiom of Integration

The Axiom of Purposiveness recognizes that thought and action are typically directed at goals. The Axiom of Integration recognizes that thought and action typically depend on joint action of two or more stimulus variables. Each variable is *valuated* to construct its value relative to operative goals. These values must be *integrated* into a unitary response which must often be *externalized*; see Figure 1.1.

A fundamentally new approach to psychological science has been provided by findings that many integrations follow one of three simple mathematical laws: *averaging*, *adding*, and *multiplying*. Such laws have often been hypothesized but testing them was not possible lacking measurement theory to measure goal-related values.

This measurement crux was resolved by making the laws themselves the base and frame for measurement. This approach was successful by the almost miraculous beneficence of Nature in making these three laws common in thought and action.

These three laws of information integration have done well in most fields of human psychology. In each field, they have led to a new theoretical conception. Thus, a conception of *functional memory* replaced the traditional conception of *reproductive memory* (see Figure 8.2). In learning, the concept of *reinforcer* was replaced by *informer*. In social psychology, the concept of attitude was conceptualized as *knowledge system*, replacing the traditional conception of attitude as a value on a one-dimensional good-bad continuum. In judgment-decision, the capabilities of the integration laws with true measurement replaced the nonpsychological focus on normative values and normative integration models. In personality theory, the crude popular conception of traits was replaced by the integration laws which can measure personal values of each individual. The simplistic stage conceptions of child development were shown incorrect by findings of adding-averaging laws in children even younger than 4 years of age.

The three integration laws are jointly *nomothetic* and *idiographic*. They hold in nearly every field of human psychology. And they allow for personal values of each person. Hence they can replace the present fragmentation of our field by a unified theoretical approach.

A unifying substantive framework for psychology is provided by moral science (Chapter 8).