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21



Lim Angio Loreda

computer

Office telephone 96-15-72

Home telephone 96-54-29

BALINTAWAK

Monday 9:15

Off. P<sup>u</sup> SORIANO

~~SA~~

↑

Colonel Pedro BARADIAN

Exec. Director

National Computer Center

Camp Aguinaldo

Monday 6 pm President

8:30

IHS

Tuesday

10

11 ↓

President of <sup>Div</sup> War Wm

2 0 0

Barco S. La Elena

JUANITO PEREQUITO  
1019 San Marcelino  
X Cuzco 58.13.43

---

Ambassade

~~DE~~ FILIPINAS LIFE BUILDING

AYALA AVE

MAKATI

MANILA

X Amel TOUZE

X Com LE LIDEC

ult NORMAND

tel 8765.61

FORBES PARK

---

WHO

X Hiroshi NAKAJIMA

Regional Director

UNITED NATIONS / TAFT

59.20.41

---

UNESCO

Conseiller PEDRO F. ABELIA

D<sup>r</sup> Foreign Affairs

PADRE FAURA

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X P. SALAZAR 65 GOMBURZA  
AREA 1  
UP. CAMPU S  
98.23.96

58.32.52 Emura

P. DAWAJAEK 5KF  
98.71.31  
Harlem ABELLA  
KAMUNING Q.C.

X P. KOGI Admiral HOTEL  
110 Room #

~~XXXXXXXXXX~~  
57.20.81

X M. UNVI. NAYAR 110  
86.40.11  
86.36.40

Rojas TRISTRAM - ABELLA 86.33.13  
X - SORIANO 83.83.97

X - D. Alfred E. ZONG Assistant  
Secretary, Technical Services, Ministry of Human  
Settlements, TRC Building, Buendia Avenue, Ermita  
MAYRIZI - Secretary Mrs. Jesusa LERESCA (BACBI)

para DRYSTRA M

M. Agustín PEREZ  
and Statistical office  
Tel 60.11.40

National census  
Solicitor Bdy

MAAGSAYSAY Bld.

MARSMAN TOURS

MAKATI

Jimmy BIDES

MARSMAN Bdy BUENDIA AVE

près du chemin de fer  
confer.

88 97.31 - 37  
87 20.30 - 39  
87 36.40 - 49

Dean Mamo MEVA

Faculty of

Engineering

PR Luis Pasqual in the State (Industrial  
Engineering)

highly employable in the country



engineer for industry

- very few in administrative  
- in capacity new demands in industry  
environment - energy reduction -

- flexibility for undergraduates

- trainable people and not trained

Industry does not what it wants

- Research. Doctorate: Alternative energy

- Training by research. (course 80 special  
project research)

- Interdisciplinary.

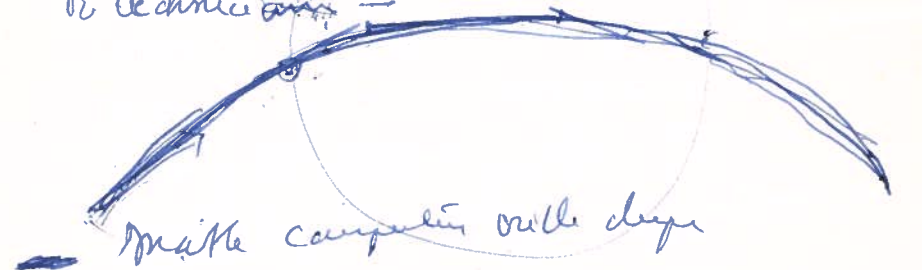
course technology and environment  
enable engineer to environment  
part of training and not expert

Industrial Psychology.

Organizational part of industrial engineering

- faculty could train technicians  
schools of engineering private → technicians  
under NIST program with technicians

- Microprocessor company provide course  
to technicians



- make computer skills deeper  
- train in software

Paterno VILORIA

### I.S.S.I

- the preparatory discussion is done by the  
leaders  
- members have found value in  
organization

- leaders from Indonesia to teach  
with 1500 staff (demand for technology)

UNIDO Indonesia (ILO) Laos Laos  
India Philippines Nigeria

- Ministry of Education → Jamaica



lot of Philippines in all staff of UN Agency  
in Bangladesh

→ one year of rural area for health  
program

~~Institution~~      ~~Committee of small industries~~  
no more individual enterprises  
training the business class team.  
Small business advisory : enter on  
workers

Staff of development in Bank of Philippine  
Project evaluation.

more emphasis on that 1966 but in 1966  
it was develop a core of consultants

group of suppliers (TOYOTA) would be  
trained in management in expansion of  
company

this special course can be taught if one  
former alumni can help

joint venture with different parts of  
University : Law Center - popularizing  
the law

Course and regulation influencing now from  
Manolo Abella Director of Institute of Labour  
and Management Studies (Bologna)

Information advantages: seldom dissemination  
of information. For example: what is published  
in Communit, will be used for economic  
activities.

- The nature of the Commission was important  
in this history. • coordinate 12 agencies  
(Ministry of Industry) giving assistance to  
industry.

- Rather good control of economic  
(regulation. underseminary for national  
education)

- Training program in Ireland (Dublin  
Training methodology) (3 professors from Ireland  
developing the training institutions in Ireland for  
NEED)

- Research Institute for Management  
Science (R.V.B.) D E L F T retaining  
regularly there.

Course leader came in 1955. formal  
course: students are invited after are review  
people.

- Major construction program - enterprise  
development: provincial level TACLOBAN  
in LETTE: Small metal workshop, approx.  
5-100 people. Cottage producer served  
by National Cottage Industry.

More in production than in commerce.  
- Selection system: avoid people who are  
not able to take part. Study of attitude.  
Intellectual ~~of~~ and motivation.

- different regional models  
- north ~~own~~ ~~many~~

- south family centered

Decision at TACLOBAN ~~BoEd~~ DACANAY  
ISSI decision Redemptor  
office

~~Office~~  
Done line survey of the type

Entrepreneurship development in high school  
organized by TACLOBAN ~~obe~~ entrepreneur  
more than ~~sample~~.

To facilitate college level. President  
of <sup>and development</sup> training organization & involved  
in training and manpower development.

Aminty Aminty managerial  
admission training ~~industry~~ industry  
will have a system will be  
Development program.

- Commission to handle business  
individual guarantees and loan funds. Problem  
of average daily pay calculation  
70 billion per 12 billion in average 20%  
loaned by office of bank. We have  
to blame the bank: bad quality of  
performance.

- Alumni: Small business  
association: do days of membership  
of industry - Every policy of small  
entrepreneur: example minimum wage  
low, little of credit for export (1.00%)

To facilitate college level. Promotion  
of training <sup>and development</sup> organizations & involvement  
in training and manpower development.

Priority training marginal  
settlements mainly ~~in~~ industry  
will have a system will be  
Development program.

- Commission to train the bureaucrats  
individuals, graduates and loan funds. Problem  
of average daily pay ~~concentration~~  
70 billion per 12 billion in average 20%  
funded by office of bank minister. We have  
to blame the bank: bad quality of  
governance.

- Alumni : Small business  
association : do days of the business  
of industry - Eigen policy of small  
entrepreneurs: example minimum wage  
low, little of credit for export (100%)

Small enterprise bargain with employees  
8 billion then 10<sup>or 12</sup> to generate income. Deal  
with the worker.

percentage security ← employees, 6%  
← 3%

These gaps of alumni are now able to  
speak to government and planners.

in LEYTE small enterprise. Go visit and  
comment

5 - 99 people

100,000 → 1,000,000 pesos  
total asset

under their 100,000 and less than  
5 collage industry. Some grow  
but always ~~business~~ <sup>residential</sup> collage industry  
not advantageous

Marco understands that S. S. Inc  
are requirements for political stability

Man-machine interface and

Human Resource Development

Institute of Public Administration

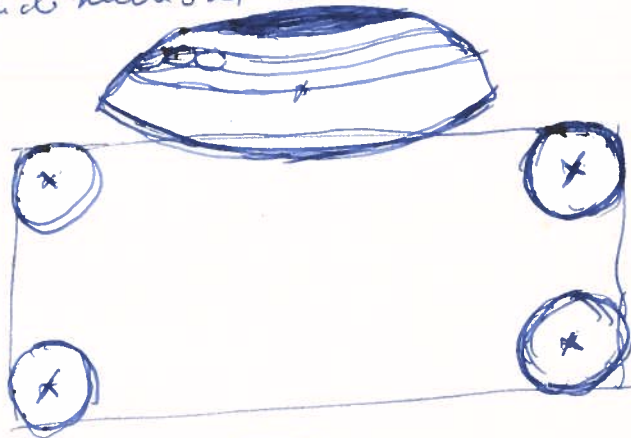
Permal administrative

Organization and management

---

ALEC 14<sup>th</sup> July

Research methods in industrialization



tel. \_\_\_\_\_  
College of Arts and Sciences

Merly Magallana  
College of Law

P: ~~GURADO~~

GURADO

Sd. Eccovena



tel LINDA LINDA ~~X~~

Juanita PENEQUITO

58.15.43

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tel Ambaradem

~~X~~ LE LIDEC

87.65.61

Desvend? att ximã

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WHO

Hiroshi NAKAJIMA ~~X~~

59.20.41

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Unulle ABELIA

57.29.91

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P. SALAZAR

on d of July

98.23.96

---

TANK

85.98.11

~~86.33.13~~

~~85.63.97~~

---

Agustin PEREZ

60.11.40

---

PATROZA Maura

~~Z~~  
National Science Development Board  
(Min of Science)

- 6 agencies

- Institute of Science and Technology  
multidisciplinary

all fields except atomic energy

Zonal limits - food  
- energy

Industrial research but also basic

|| - anticancer

- microbiology kinetic friction

Documentation and information: Philippine  
Journal of Science. Library of original research  
in Philippines

- Science community is TAGCIB

Food technology

Biology research center

agricultural

medical

- Funds from government and also  
industry.

- Dissemination of research within country

- Regional center of university of science
- lot of questions raised by community

Minsky workshop between Univ, University  
and Industry.

- training program. on maintenance of scientific instrument

Food technology      mango juice      developed

Drugs from indigenous plant      fabrication  
used for tumors -

Time and standard beyond american  
operation

Change in instrumentation (in den  
biology) asked by anybody.

Demand as glass blowers for instrumentation

---

# Institute of Public Health

D<sup>r</sup> Tomas MABANGA pathologist medical  
technology. New machines - difficult to use photo  
meter. Break-down easy. Not mastery of Technology  
Technology - lack maintenance.

- lack of modern medicine

- lack of technicians.



- poor workers. Have not looked to technical  
obstacles before.

- specialized technicians very expensive. No  
program for maintaining the machine.



Chairwoman nurse Him WABES

— graduates high unemployment rate

- Nursing manpower planning
- Right type and number of personnel.
- Bad schools. purely financial.
- drop in enrollment
- skills and education together.

Not enough positions for nurses.

not enough retention for nurses.  
Violation

Learn Occupational Health nursing

Training of nurses for government

Faculty of nursing schools: model  
approach. collaboration with WHO

Training of health personnel National training  
Training center UP (College of Medicine)  
collaboration for WHO

- Faculty of Hospital Administration (top  
management master degree)  
public and private

- Under graduate course medical technology  
- Hoc. parallelly medical microbiology

- Preventive medicine - Community medicine

- Peroral health center - dispensary physician  
nurse, midwife

young residents of ~~training of~~ Institute of Public Health  
private to rural areas  
subdividing?

Training of family planning  
in curricula of medical schools

QUESTON Bd Near PATRANLO Station  
Corner Roosevelt Ave

Min | Educ Culture

↓ Youth Center

Ministry of Health

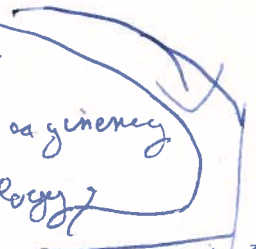
Disease intelligence center

youngest unit

LOS 15/11/09

Agriculture ~~the~~ U.P. <sup>mic</sup> 1909

- Forestry
- Veterinary Sci
- Agriculture
- Arts - Science
- Psychology
- Agricultural engineering
- Human ecology



New college - Business administration

es

Oriented toward the poorest of poor.

Many days - courses to farmers  
maths and banking, business

They can pay in 1 or 2 years.

They have the best of coconuts and now sell  
to coconut shell.

- 1 year of work

1 night at the drawing board

- from the things he knows, not new skills.

- work of extension worker of Ministry of Agriculture  
(extension = democratization)

major micro economic program in major  
commission.

LOS BANOS

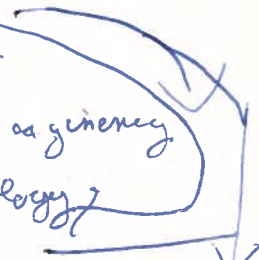
Agriculture

State

U.P.

1969

- Forestry
- Veterinary Sci
- Agriculture
- Arts - Science
- Psychology
- Agricultural Engineering
- Human Ecology



New college - Business Administration

to

Oriented toward the poorest of poor.

Many a day - courses to farmers  
Mills, and banks, businessmen

They can pay in 1 or 2 years.

They buy the husk of coconuts and now sell  
to coconut shellers.

- 1 year of work

1 night at the drawing board

- from the things he knows, not new skills.


- work of education workers of Ministry of Agriculture  
(education = democratization)

major socio-economic program in the year  
commence.



- Luzon Visayas -
- cooperation or computer IBM with different units in campus.

Jerman Honeinayee - fun  
Jerman Honeinayee sarologin  
 Indogonun cultural methods.



For rice average price per bag  
 but for little they sell after harvest  
 and buy before.

~~XXXXXXXXXX~~  
 Migajas <sup>association</sup> 2.300  
 design for cooperative farmers.

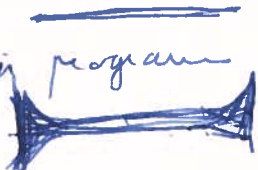
Sociology

- better than before agrarian reform
- still many are not covered by reform

Program  
Social system who benefits at whom expenses

How do the farmer book at the money. It is  
 restricted

They can do new borrow again

Fori are best in program  
  
y women are manager.

- U.P. Tacloban 1973

- Dean Cutane is art

SP<sup>r</sup> Albino LUNA Coordinator of students  
affairs. Handling - Curricula - Activities. Publications

- Students coming from county high schools.  
retraining of the professor of high school is

needed retraining of administrators also.

- Another mission is training teachers

- High selection to be a student here also.

- Demonstration: Some don't have experience  
but high marks in High School. 6 month probation.  
During 6 months instead of 18 weeks only 15. Group  
of students studying matters. Different style of teaching.

- 500 students

445 under graduates

100 graduates

40 Faculty members

+ part time teachers.

I 55 I 2 pm

Handwritten notes:   
 11 am.   
 dot in UP tac.   
 but d.p. syst

~~Health~~

Institute of Health Sciences I 115

100 students 96 - 80 students

Agricultural and rural development program

150

- Annual review and program
  - Agricultural
  - Community devt PR
  - Forestry
  - Fisheries
- annual quality  
MIR LAGMAN  
1000 yang

Management and Technology program

Business management

Art and science program

- B.S. Psychology
  - B.S. Biology and Zoology
  - Humanities
  - Political science
- coordination  
DR. ESTER CUNA

Program research program

NSDB

National Science Dev Board

Foreign and local agency

Performance testing on breeding of live stock  
annual report  
Bureau of Animal Genetics

- Integrated approach with marketing, valuation and so.
- huge demand of meat products from Tacloban. egg chicken - beef.
- Not only the cat fish

Thursday morning 3 pm Faculty

officers 2 per  
Monday

ISSUE = TACLOBAN

- rural people
- 70-80% rural areas
- 20-25% towns

Train people to be entrepreneurs.

two strategies - conduct training

- rural

college students  
14 yrs school

- position of being entrepreneur.

- consultancy

- adapted technology for indigenous

- information dissemination program  
- research economic or technical

Agency - Philippe Invention Commission  
- Marketing unit for man distribution

- Mechanical engineers      Professor C. DAKANAY  
- Business and administration

—      Cesar E. LEE  
Industrial economic  
with technical knowledge

—      Teodoro Golico  
Mechanical engineer

Leading  
one city September

- one month      20-25 hours per week

< 35 people.

- basic management entrepreneurship concepts
- motivation stage study for entrepreneurs
- finance production
- people have to be really motivated
- production
- marketing
- business growth

- program for multiplexers  
subanshi in barrow of joint agencies  
training the trainers.

entire program in barrow  
- agriculture - poultry  
- piggy  
- footwear production  
- handicrafts.

metal work blacksmith  
- zinc steps      machine shops  
                                electric shops  
                                welding

transfer strain to want to start  
to pay (by ~~the~~ debt)

train village people for technicians  
visiting technicians from govt

CSMI Commission on small medium  
industries : group 1 & 2 govt agencies  
working in the field. We refer to the  
agency the responsibility is there.

~~Wednesday~~  
Tuesday

- Tan  
- Romualdes  
Centre Health

1 HS

Zenaida C. Varona

Delia H. Kimelf

Dr. Isabel Koh

Mrs. Angeles F. Ocarina

Mrs. Adela Sia-Espinas

1976 - Medical graduates to westerns  
- ~~Medical graduates~~  
- Comfortable to work ~~in~~ country

76 96 students 33 from outside region  
first few months very anxious

74 72 students

78 68 students

79 70 students

Age 15 - 25 (Bansagay)

→ last few months 1 graduate  
remain in Bansagay  
2 months in  
their Bansagay but  
before 1 month in community  
work

- Work with ministry of health and they provide initiation
- Students are ~~also~~<sup>to be</sup> endorsed by Barangay
- Underserved area = nutrition, maternal mortality, transportation. ~~the~~ municipal health officer knows that they are underserved. Bar Assembly headed by barangay captain. done among neighbors. 10 days after office Assembly. Opinion of parents, not being determined
- Faculty visit the ~~barangay~~ Barangay when schedules are. Opinion of barangay people on the trained person.
- Each time opinion of Barangay.

Barangay = little surgery

- physical assessment
- prescription
- urban medicine

---

Faculty

- nurses
- physician
- social worker
- community dev't



Lim Angio Loreda

computer

Office telephone 96-15-72

Home telephone 96-54-29

BALINTAWAK

Monday 9:15

Off. P. SORIANO

~~8:30~~

↑

Colonel Pedro BARAIDAN

Exec. Director

National Computer Center

Camp Aguinaldo

Tuesday 6 pm President

8:30 IHS

Tuesday

10 ↓

11 ↓

President of <sup>Dinner</sup> Wood Wines

2 0 0 Banco S. Elena



UNIVERSITY OF THE PHILIPPINES SYSTEM  
U. P. COLLEGE TACLOBAN  
TACLOBAN CITY

Profesa NIGEL CORLETT

Department of industrial engineering

University of BIRMINGHAM

Dear NIGEL,

I have been invited for a month as visiting professor (U.P.) by the University of the Philippines, which is by far the strongest and highest University of the country. I admire very much the quality of research and teaching, especially what is oriented toward

development.

Among the ~~one of the~~ most interesting aspects of ~~the University~~ U.P., you can find ~~is~~ one of ~~the~~ the units dispersed in the country: U.P. in TACLOBAN, capital of ~~one of~~ a depressed region: Eastern Visayas. This college is highly specialized in development.

The professor of management and technology, Mr. Calixto HINDANG, is oriented toward development of agro-industrial industries: fish canning, production of oil from copra, etc.

he would like very much to stay in the University  
of BIRMINGHAM to take a Ph.D in business administration  
or industrial engineering.

M<sup>r</sup>. HINDANG, who is 43 has been a successful  
business consultant to different industrial organizations  
in the field of coconut industry in the town of CEBU  
which is the second capital of the country.

Knowing the personality and the motivation  
of M. HINDANG, I would like very much to see  
him at your University and I hope that you shall  
be in a position to help him  
truly yours

Dr

---

MR HINDANG

Management and Technology Program

U.P. in TACLOBAN

TACLOBAN

LEYTE

PHILIPPINES

# The Program Evaluation Kit

Lynn Lyons Morris and Marlene Henderson *Center for the Study of Evaluation, University of California at Los Angeles*, and Carol Taylor Fitz-Gibbon *University of Newcastle, UK*.

A set of eight books addressing topics most on the minds of people confronting the task of evaluating a social or educational programme. The Kit is designed to help answer such questions as the how, the where, the who, and the what, even for evaluators who have never given a test, written a report, or computed a mean. It also gives direction in answering the technical and mundane problems every evaluator needs to face, answering questions procedurally as if it were a

consultant called in to help conduct an evaluation.

Designed to provide a useful, pragmatic approach, to conducting an evaluation of *any* sort, in education, public health, criminal justice, social work or whatever — the Kit will benefit both inexperienced and practiced evaluator: for the inexperienced it is an invaluable introductory guide; for the practiced it could be a checklist, to ensure that no important steps have been forgotten, no approaches ignored.

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Lynn Morris & Carol Fitz-Gibbon (160 pages) £5.25

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Lynn Morris & Carol Fitz-Gibbon (72 pages) £2.75

Available individually or as a set (1088 pages)  
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Counselling  
The Family  
Sex  
Ageing  
The Environment  
Evaluation  
The Media  
Deviance  
Group Behaviour  
Women  
Education  
Crime  
Violence  
Negotiations  
Behavioural Science  
Social Change



SAGE

# Handbook of Intercultural Communication

Edited by **Molefi Kete Asante, Eileen Newmark and Cecil A Blake**  
State University of New York, Buffalo

An interdisciplinary collection providing scholars with a theoretical and methodological orientation toward intercultural communication. The contributions from the fields of

psychology, anthropology and communication lay out ground rules which will help direct intercultural communication into a unified field of inquiry.

## CONTENTS

Preface

### Part One: Theoretical Considerations

The Field of Intercultural Communication *Molefi K Asante, Eileen Newmark, and Cecil A Blake*

Theoretical Directions for Intercultural Communication *William S Howell*

On the Relevance of Cognitive Anthropology and Ethnomethodology *Jerry L Burk and Janet Lukens*

Integrating Etic and Emic Approaches in the Study of Intercultural Communication *Stanley E Jones*

### Part Two: Conceptual Frameworks

The Consciousness Theory of Intercultural Communication *Tulsi B Saral*

Rhetoric and Intercultural Communication *Cecil A Blake*

Demystification of the Intercultural Communication Encounter *Molefi K Asante and Alene Barnes*

Nonverbal Behavior: An Intercultural Perspective *Sheila J Ramsey*

### Part Three: Issues in Intercultural Communication

The Role of Values in Intercultural Communication *K S Sitaram and Lawrence W Haapanen*

International Communication and Its Media: A Cross-National Study *Kyoon Hur*

An Analysis of Diplomatic Communication *Eileen Newmark*

Five Dimensions in Racial-Based Communication Stereotypes *Steven M Alderton*

Terrameidian Value Systems and Their Significance *George O Roberts*

### Part Four: General Problems with Data

Intercultural Communication Data Acquisition *V Lynn Tyler, Peggy Hall, and James S Taylor*

Still Photography: An Approach to Intercultural Communication *Robert Shuter*

Ethnocentric Bias in Developmental Research *Njoku E Awa*

A Multidimensional Scaling Methodology for Cross-Cultural Research in Communications *Oliver C S Tzeng and Dan Landis*

### Part Five: Research in Specific Cultures

Communication Characteristics of Asian Americans in Urban Settings: The Case of Honolulu Japanese *Dennis M Ogawa*

A Cross-Cultural Study of Mate Recruiting Through Mass Media *Eric Vora and Jay A Vora*

Cultural Self Comprehension in Ethnically Plural Societies: The Case of Sub-Saharan Africa *Akinade O Sanda*

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Native American Communication Patterns: The Case of the Lakota Speakers *Bea Medicine*

Some Considerations in Communication Between Black and White Americans *Dorothy L Pennington*

### Part Six: Practical Applications: Training Methods

Counseling Clients from Other Cultures:

May 1979 • 480 pages • Cloth £17.25

Two Training Designs *Paul Pedersen*

Case Methods in International Management Training *Joseph J DiStefano*

Multinational Training for Multinational Corporations *Melvin Schnapper*

## Ecodynamics

### A New Theory of Societal Evolution

**Kenneth E Boulding** *Institute of Behavioral Sciences, University of Colorado*

Drawing upon his unique understanding of the social and behavioural sciences, and applying to it the tenets of evolutionary theory, as well as the principles of physical science, biology, philosophy, history and religion, Boulding postulates answers to the basic questions which underlie our understanding of society and ourselves: what patterns, if any, occur in the development of societies; why do some societies flourish and others founder; what is the nature of man's need for religion; what causes wars, and other questions of similar magnitude.

Boulding contends that the processes of man's social development do not lie beyond the dynamics which move atoms or galaxies. Societies are created by the same forces that species are; man's artifacts—be they automobiles or nation-states—develop according to the same law as nature's. The principles of evolution, as Boulding defines them, can tell us much about the future of our contemporary civilization, just as it can about the survival chances of the bald eagle or the expansion of the universe.

#### Amitai Etzioni:

'With a scholar as creative and outstanding as Kenneth Boulding, it is always dangerous to refer to a work as The Book, the magnum opus; but even Kenneth Boulding will find it difficult to write a more encompassing, important, thoughtful work than **Ecodynamics: A New Theory of Societal Evolution.**'

#### Ashley Montagu:

**Ecodynamics** is a brilliantly original book. It is bound to make readers' brain cells dance. It is sure to stir up a plenitude of healthy discussion. All together it is a delight.

November 1978 • 368 pages • Cloth £10.50

# Deviance and Decency

## The Ethics of Research with Human Subjects

Edited by **Carl B Klockars** *University of Delaware* and **Finbarr W O'Connor** *Beaver College*

An exploration of the moral boundaries constraining social research on humans, particularly 'deviant' human subjects. Controversies examined by the contributors to this volume include governmental regulation of scientific enquiry, privacy of research subjects, and immunity of researchers in a

bureaucratic setting. Many of the viewpoints they express are in diametric opposition to each other; no easy answers are offered. Fascinating reading for all those who share the authors' passionate concern for the morality of social research.

### CONTENTS

Introduction: The Reader's Informed Consent *Carl B Klockars and Finbarr W O'Connor.*

**Part One: The Polar Positions**  
Living Morality versus Bureaucratic Fiat *Jack D Douglas.*

Research Subjects, Political Subjects, and Human Subjects *Jeffrey H Rieman.*

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**Part Six: Deviance and Decency**  
Dirty Hands and Deviant Subjects *Carl B Klockars.*

**SAGE Annual Reviews of Studies in Deviance Volume 3**  
January 1980 • 304 pages • Cloth £12.50 • Paper £6.25

# Deviance and Mass Media

Edited by **Charles Winick** *City College, CUNY*

What is the relationship between deviant behaviours and the various mass media? To gain insight into this topic, original studies are offered on such questions as: how is an ideal (such as thinness versus obesity) formulated and disseminated by the media; how have a half-century of movies presented the concept of mental illness and psychiatrists; can a particular medium act in a deviant way; how is the media

coverage of a rape different in England from America; is transsexualism a mass media creation; how do media affect the deviant behaviour of non-voting; and how do media relate to violence. The thorny question of the media's role in contributing to deviance is freely discussed and fresh viewpoints, groundbreaking data, and international comparisons are offered.

### CONTENTS

Deviance and Mass Media: Introducing a Volume *Charles Winick*

**Part One: Mass Treatments of Deviance: Some Contemporary Examples**

Deviance and Power: Symbolic Functions of Drug Abuse *George Gerbner*

Obesity and the Popular Arts *Philip J Leonhard-Spark*

Mental Illness and Psychiatrists in Movies *Charles Winick*

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Crime and Law Enforcement in the Mass Media *Joseph R Dominick*

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**Part Four: Media Contributions to Deviance**

Social Creation of Crime News: All the News Fitted to Print *Sanford Sherizen*  
Character Assassination in the Press *Gerald Cromer*

Transsexualism: Legitimation, Amplification, and Exploitation of Deviance by Scientists and Mass Media *Edward Sagarin*

Nonvoting: The Media's Role *Garrett J O'Keefe & Harold Mendelsohn*  
Studying Violence and the Media: A Sociological Approach *James D Halloran*

**SAGE Annual Reviews of Studies in Deviance Volume 2**  
April 1979 • 310 pages • Cloth £12.50 • Paper £6.25

# Deviance and Social Change

Edited by Edward Sagarin City College, CUNY

What is the relationship between deviant behaviour and social change? Does deviant behaviour encourage and inspire it? Or does it serve as an impediment? Does social change itself generate deviance? Are people who are dedicated to changing society by unaccepted means suffering from personality disorders? This is the first volume of a series devoted to one of the most stimulating areas of social study — the entire spectrum of activities and people

who are denigrated, ostracised, punished or simply made to feel unwelcome. Topics include addiction to heroin as compared to addiction to power, the psychology of political deviance, social control, the gun as an instrument of social change, feminism, and political crime. A concluding bibliographical essay by Fred Montanino covers directions in the study of deviance from 1960-1977.

**SAGE Annual Reviews of Studies in Deviance Volume 1**  
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## The Silent Community

### Public Homosexual Encounters

Edward William Delph  
with an Introduction by John M Johnson

Explores the nature of homosexual encounters between homosexual and bisexual males that occur in public settings where words are kept to a minimum and action or body language is virtually the only means of communication. As such it goes far beyond 'case studies' of deviant sexual habits that occur on a daily basis in our modern cities in such places as streets, public toilets, subways, gay bars, 'piss-

elegant bars', 'meat racks', etc. *The Silent Community* illuminates how individuals learn to use clothes, body movements, gestures, and manners or rules unique to the setting; how public sexuality produces a metamorphosis of the men who partake in it; why people engage in such potentially discreditable and stigmatizing actions; and what some of the important meanings are for the participants.

**Sociological Observations Volume 4**  
1978 • Cloth £11.85 • Paper £5.50

# Addicts and Aftercare

Community Integration for the Former Drug Abuser

Edited by Barry S Brown US National Institute on Drug Abuse

The provision of those support services to drug abuse clients that will permit their effective integration into the community has become a topic of increasing interest in the drug abuse field. Treatment is now coming to embrace the organization of continuing care services so that action can be taken

with and for the client outside the bounds of the clinic or traditional treatment environment. The nature of the support services undertaken in the client community, the new roles being undertaken by both staff and client, and the impact of those services is the basis of this volume.

**SAGE Annual Reviews of Drug and Alcohol Abuse Volume 3**  
November 1979 • 350 pages • Cloth £12.50 • Paper £6.25

Also available in the series:

## Drugs and Suicide

When Other Coping Strategies Fail

Edited by Dan J Lettieri National Institute on Drug Abuse, USA

Examines "social problem" behaviours as attempts to cope with various kinds of stress situations, approaching these behaviours not simply as "problems," but rather as life-sustaining, and even life-enhancing, activities for individuals unable to cope with the stresses and strains of their lives. The articles included explore theoretical issues and theories as well as a range of specific alternative behaviours, including drug

abuse, alcoholism, suicide, and prostitution.

### Contributors:

Dan J Lettieri, James A Inciardi, Duane C McBride, Anne E Pottieger, Howard B Kaplan, Bruce L Danto, Lawrence S Oliver, Bernard Segal, Steve Saxon, Susan Y Aldrich, Ernest R Kuncel, Walter R Cuskey, Franklin C Shontz, Glen D Mellinger, Robert S Sterling Smith

1978 • 272 pages • Cloth £12.50 • Paper £6.25

## Street Ethnography

Selected Studies of Crime and Deviance in a Natural Setting

Edited by Robert S Weppner University of Miami  
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# Child-Menders

George H Weber *US National Institute of Mental Health*

Focuses on the very human process of working with delinquents. The book unfolds through a series of vignettes which deal with the perplexing and often insurmountable problems associated with the treatment of institutionalized delinquents. The events portrayed are rooted in reality — and deal with such subjects as the youth's feelings of parental rejection; marijuana and drug abuse; theft; runaway youths; sex education; placement of youths in foster homes, returning to their own homes, or other ways of returning them

to society at large; the trauma of suicide; staff disagreements about therapy and administrative procedures. Throughout, the focus is on the complexities of human behaviour: the seeming intractability of some delinquents; the ineptness of untutored staff efforts (however well-meaning); the influences and counter-influences among staff members, as well as among staff and delinquents. The rigidities of archaic institutional procedures, and the lack of community understanding are also revealed.

September 1979 • 320 pages • Cloth £10.50

# Caretakers

## Treating Emotionally Disturbed Children

David R Buckholdt and Jaber F Gubrium *Marquette University, Wisconsin*

Analyzes the social routines and human transactions that make up the reality of everyday life in Cedarview, an institution for the treatment of emotionally disturbed children. The authors focus, in turn, on the processes of teaching and managing these children; on their misbehaviour: how it is accomplished and its meaning for staff and the children themselves; on the assessment and treatment of emotional disturbance, particularly the treatment style of the

house: behaviour modification; on the effectiveness of this treatment; and on the social structure of the staff. Throughout the authors bring to our attention the meaning of the conventional rituals, the unpredicted behaviour — the whole body of social interaction that colours the fate of both staff and children. Their work is a unique study of interest both to sociologists and health professionals

**Sociological Observations Volume 7**

November 1979 • 268 pages • Cloth £11.25 • Paper £5.50

# The Television Experience

## What Children See

Mariann P Winick and Charles Winick *City College, City University of New York*

A comparison of the similarities and differences in how children and adults perceive and experience television, stressing the differences in children as they mature and develop . . . drawing upon a wealth of intriguing commentaries in which the children reveal, in their own words, their reactions to what they see on television.

**People and Communication Volume 6**

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The differences between adults' and children's perceptions are crucial when we realize that adult broadcast personnel determine what children will experience — often on the basis of erroneous assumptions and very different perceptions.

# Children Communicating

## Media and Development of Thought, Speech and Understanding

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Essays in the study of child development. Their common interest in associating qualitative change with age, while recognizing the involvement of

cognition in the changes, serves as a consistent frame for these distinguished papers on interpersonal and mass communication.

### CONTENTS

The Development Perspective *Ellen Wartella*

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Shape, Not Only Content: How Media Symbols partake in the Development of Abilities *Gavriel Salomon*

Children's Attention: The Case of TV Viewing *Robert Krull & William Husson*

Children's Understanding of Television People *Byron Reeves*

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Communication in Children *Jesse G Delia & Barbara J O'Keefe*

Language and Cognition in the Developing Child *Norman Elliott*  
Coming of Age in the Global Village: Television and Adolescence *Ronald J Faber, Jane D Brown and Jack M McLeod*

The Young Child as Consumer *Ellen Wartella, Daniel B Wackman, Scott Ward & Alison Alexander*

**SAGE Annual Reviews of Communication Research Volume 7**

April 1979 • 288 pages • Cloth £12.50 • Paper £6.25



# Battered Women

Edited by Donna M Moore Montana State University

An accessible overview of current knowledge about this serious social problem, looking at its frequency, reasons behind its happening, why women stay or leave situations in which they are battered, and what solutions

are available, social, legal, personal and psychological. Also considers emerging strategies for social action to deal with both the problem and the people so tragically involved.

## CONTENTS

An Overview of the Problem *Donna M Moore*

What Keeps a Woman Captive in a Violent Relationship? The Social Context of Battering *Del Martin*

How Battering Happens and How to Stop It *Leonore E Walker*

How the Legal System Responds to Battered Women *Eva Jefferson Patterson*

Making the Legal System Work for Battered Women *Sandra Blair*

Experiences with and Views about Battering: A Research Note *Donna M Moore and Fran Pepitone-Rockwell*

### Appendices

Legal Rights of Battered Women

Suggestions for Public Policies on Battered Women

Bibliography of Materials on Battered Women

Questionnaire of Experiences with and Attitudes about Battering

SAGE Focus Editions Volume 9

July 1979 • 224 pages • Cloth £11.85 • Paper £6.25

# Labor and Leisure at Home

## Content and Organization of the Household Day

Richard A Berk and Sarah Fenstermaker Berk

University of California at Santa Barbara

Provides the first detailed analysis of how the typical household day is organized. The authors pay particular attention to the sequence of activities over time, and give detailed analyses of the structure of these events. The differences between what husbands and wives do in the household, the differences between houses with or

without children, the differences in households where the wife is employed, are all highlighted. Novel applications of theoretical insights — such as production functions — clarify our understanding of this neglected area of human activity, while quantitative research techniques involving the use of diaries supply the raw data.

SAGE Library of Social Research Volume 87

November 1979 • 280 pages • Cloth £11.25 • Paper £5.50

# Family Violence

Richard J Gelles University of Rhode Island

Draws together the author's insights from eight years of research which viewed child abuse and spouse battering as 'pieces in a larger puzzle — violence in the family.' Gelles examines the relationships between the many aspects of family violence (and its ties to individuals' attitudes about violence in society as a whole), drawing on the findings of three important research

projects and shedding much needed light on child abuse, marital violence (including why abused wives stay, violence and pregnancy, marital rape, and husband abuse), on the study of family violence, and on the impact of family violence. Gelles' earlier book for SAGE, *The Violent Home* has been a bestseller since its publication in 1974.

SAGE Library of Social Research Volume 84

October 1979 • 266 pages • Cloth £11.25 • Paper £5.50

# The Violent Home

## A Study of Physical Aggression between Husbands and Wives

Richard J Gelles University of Rhode Island

Using in-depth interviews, Gelles examines the incidence, types and causes of physical violence between husbands and wives. Educational background, occupational situation and economic status are analyzed, as are the dynamics of family violence.

'It is a well written and thoughtful piece. Anyone interested in the topic of family violence either as an instructor, theory builder, researcher, or practitioner, will find this book very useful.' — *Journal of Marriage and the Family*, May 1977

'This book is well worth reading . . . clear and precise information on why this subject has been so far ignored: i.e. the semi-sacred nature of the family in society and the fact that the family has always been portrayed as non-violent, and any cracks in this facade have been explained away as "unusual behaviour" . . . Mr. Gelles, I hear you.' — Erin Pizzey in *Nursing Mirror* January 1976

'Gelles thus provides a more trustworthy empirical basis for the understanding of family violence than has heretofore been available.' — *Social Work*, September 1976

SAGE Library of Social Research Volume 13

1974 • 232 pages • Cloth £11.25 • Paper £5.50

Volume 3 in the series SAGE Yearbooks on Women's Policy Studies:

## The Victimization of Women

Edited by Jane Roberts Chapman and Margaret Gates Center for Women's Policy Studies, Washington, DC

A book about violence, sex and power. Despite an apparent rise in the consciousness of the general public towards the sexually assaulted and battered woman, the victims of these crimes continue to be subjected to a second 'victimization' by the criminal

justice system, the community, and sometimes their families, who suggest that the women contribute to their victimization, or even deserve it. This volume charts the attempts of the Women's Movement to validate these women as true victims.

### CONTENTS

Introduction: Women As Victims  
*Margaret Gates*

Men and the Victimization of Women  
*Judith V Becker and Gene G Abel*

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Sexual Abuse of Children *Kee MacFarlane*

Battered Women: Society's Problem  
*Del Martin*

Treatment Alternatives for Battered Women  
*Leonore E Walker*

The Prostitute as Victim *Jennifer James*

Sexual Harassment: Women's Hidden Occupational Hazard *Laura J Evans*

Women's Health: The Side Effects of Health Bias *Julia Graham Lear*

The Economics of Victimization *Jane Roberts Chapman*

Women and Victimization: The Aftermath *Katherine A Saltzman*

July 1978 • 300 pages • Cloth £12.50 • Paper £6.25

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Volume 2

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Volume 1

### Economic Independence for Women The Foundation for Equal Rights

Edited by Jane Roberts Chapman

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Abstracts

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Director, National Opinion Research Centre

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# Making Ends Meet

## How Families Cope with Inflation and Recession

David Caplovitz City University of New York

Caplovitz's study determines how families have been affected by and have responded to the twin calamities of inflation and recession. His research concentrated on four major US cities. In each city 500 interviews were conducted in a representative sample of four urban populations: blue collar families, white collar families, the poor and the retired. The book follows a four-part paradigm. Part One examines the kinds of families most affected by stagflation, and the

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— *Ted Marmor*  
Centre for Health Administration Studies, University of Chicago

form this impact took. Part Two deals with the consequences of stagflation: the efforts of families to fight back, the emotional strain it imposes on them. Part Three deals with the role of private assets and public programmes as mitigating factors. Part Four deals with the impact of stagflation on people's attitudes, values and beliefs. The book is a unique examination of the human effects of economic processes.

SAGE Library of Social Research Volume 86  
October 1979 • 304 pages • Cloth £11.25 • Paper £5.50

# Inventory of Marriage and Family Literature

Volume 5 (1977 & 1978)

Edited by David H Olson University of Minnesota

The mushrooming interest in research and theorizing about marital and family relationships is reflected in the growing number of professional journals and journal articles published in this field. This volume contains 3216 articles by approximately 5000 authors, which were

published in 608 journals. As with the past four volumes, the current Inventory (the first to be published by SAGE) provides an interdisciplinary and nonevaluative collection of the published literature on marriage and the family.

October 1978 • 504 pages • Cloth £35.00 • Paper £15.00

# Life's Career-Aging

## Cultural Variations on Growing Old

Edited by Barbara G Myerhoff and Andrei Simić University of Southern California

This volume is in part the result of a project originated at the Andrus Gerontology Center at the University of Southern California. Each of five contributors examines the aging process in a particular society in order 'to discover common themes punctuating the lives of informants, similar threads of experience and meaning transcending

more superficial cultural and situational differences.' The method used to study these diverse groups is that of the life history, which is, in the editors' view, particularly appropriate to a study of the elderly who are often actively engaged in reviewing and interpreting their lives.

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Introduction: Aging and the Aged in Cultural Perspective *Andrei Simić*  
Old Age in a Life-Term Social Arena: Some Chagga of Kilimanjaro in 1974 *Sally Falk Moore*  
Winners and Losers: Aging Yugoslavs in a Changing World *Andrei Simić*  
Youth and Aging in Central Mexico: One Day in the Life of Four Families of Migrants *Carlos G Vélez*

A Symbol Perfected in Death: Continuity and Ritual in the Life and Death of an Elderly Jew *Barbara G Myerhoff*  
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SAGE Series in Cross Cultural Research and Methodology Volume 4  
1978 • 256 pages • Cloth £12.50 • Paper £6.25

# Families Against Society

## Reactions to Children with Birth Defects

Rosalyn Benjamin Darling University of Pittsburgh, Johnstown

Highlights the continual struggle against institutionalized authority that parents of permanently disabled children may face if they challenge prevailing practice. The effects of social stigma, availability of services to handicapped children, and "victim-blaming" by professionals are also examined in this perceptive piece of research and analysis.

'This sensitive and theoretically informed study sheds new light on the social predicament into which parents of congenitally handicapped children are thrust, and the various ways in which they cope...'

*Joseph F Zygmunt*  
Professor of Sociology, University of Connecticut

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November 1979 • 256 pages • Cloth £11.25 • Paper £5.50

# Biology and Crime

Edited by C Ray Jeffery Florida State University

Original essays dealing with the relationship between biological factors and crime. With contributions from sociologists and criminologists — as well as psychologists and psychiatrists, a political scientist and specialists in

biobehavioural science — this truly interdisciplinary volume throws fresh light on the many links between biology and crime and explores the implications for policy, research and teaching.

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Aggressive and Simple Sociopaths: Ten Years Later *Patrick S Dynes, Eric W Carlson and Harry E Allen*

Darwin, Whole Wheat Bread, and Dropping out of School *Harold R Holzman*  
**Bio-Sociology and Crime** *Henry E Kelly*  
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Punishment and Deterrence: A Psychobiological Statement *C R Jeffery*  
Politics in a Biobehavioral Perspective *Fred Kort and Stephen C Maxson*  
The Future of Psychiatric Criminology *Seymour Halleck*

SAGE Research Progress Series in Criminology Volume 10  
December 1979 • 160 pages • Cloth £8.00 • Paper £4.00

# Violent Crime

## Historical and Contemporary Issues

*Edited by James A Inciardi and Anne E Pottieger University of Delaware*

Essays on both contemporary and historical issues in crime studies. Inciardi in his Introduction considers the historical sources of modern American violence, with particular reference to the theories of Richard Hofstadter. He reviews the two decades of violence through which America has recently passed. Other contributions of special

interest to historians are Lyle A Hallowell's historical study of professional ice hockey, a reexamination by Werner J Einstadter of robbery and outlaws on the US frontier 1863-1890 and Dennis D Dorin and Robert Johnson's study of prison rebel George Jackson.

**SAGE Research Progress Series in Criminology Volume 5**  
March 1979 • 160 pages • Cloth £8.00 • Paper £4.00

# Classifying Criminal Offenders

## A New System Based on the MMPI

*Edwin I Megargee Florida State University et al*

Offers a carefully-researched and reliable personality-based classification system by which criminal offenders can be typed. The method — which is based on the frequently used Minnesota Multiphasic Personality Inventory (MMPI) — can be widely implemented with less cost and fewer trained personnel than systems presently in use. And, since MMPI profiles change as personality patterns alter, an MMPI-based system would be dynamic,

reflecting changes over the course of treatment or incarceration. The authors have identified 10 clear and distinct types of criminal offenders and find that 90-95% of prisoners fall into one of these 10 types. The resultant implications for different management or treatment of prisoners in correctional facilities are significant and will be useful to researchers and practitioners in the areas of correctional psychology, criminal justice and corrections.

**SAGE Library of Social Research Volume 82**  
September 1979 • 256 pages • Cloth £11.25 • Paper £5.50

# Negotiations

## Social-Psychological Perspectives

*Edited by Daniel Druckman Mathematica Inc, Bethesda, Maryland*

This state of the art volume encompasses the range of basic research, presenting concepts and methodologies intended to further an understanding of a variety of negotiation processes, settings, and behaviours. The twenty-four distinguished contributors juxtapose experimental work with explicit theoretical frameworks and look beyond their individual disciplines toward a science of negotiating behaviour.

'There's an excitement generated in these essays, as the authors seek to

push toward the creation of new and alternative processes. Not content only to tie the "artificial" phenomena of the laboratory to the field, a number of the researchers are creating new phenomena in their experiments and simulations. These social "inventions" portend policy applications to negotiation processes that are of significance to those practitioners working within a myriad of sites, from labor-management relations to international affairs.'

— *Harold Guetzkow*

1977 • 416 pages • Cloth £18.75

# Dynamics of Group Decisions

*Edited by Herman Brandstatter, James H Davis and Heinz Schuler*

Aims at surveying and reintegrating some of the diverse theoretical and empirical approaches to the study of interest group decision making. The original essays were written by both American and European scholars. They are concerned with a wide range of topics including the examination of

various influences (such as friendliness and "persuasive argumentation") on both group and individual decision making, the nature of intercommunication between partners and groups, and the background and status of the major theories and research in the field.

**SAGE Focus Editions Volume 5**  
December 1978 • 272 pages • Cloth £11.25 • Paper £6.25

# The Mutable Self

## A Self-Concept for Social Change

Louis A Zurcher Jr *University of Texas at Austin*  
with a Foreword by **Ralph H Turner**

In a volume which develops a new and innovative theory of self, Zurcher argues that the acceleration of social change in society can influence the development of what he terms the Mutable Self. This concept represents a shift from a notion of self as object to one which recognizes the self as process. The Mutable Self incorporates four key components of self concept: physical self, social self, reflective self and oceanic self. In a thorough discussion which clearly explains previous theories

and definitions of self, Zurcher assembles a schematic for the growth of the Mutable Self. In this connection he also makes suggestions for mutability training and mutability therapy which will be of particular interest to sociologists, educators and psychologists concerned with the development of self-concept in American society. The clarity of the author's style and the originality of his theories makes this book ideal for classroom as well as professional use.

### CONTENTS

Foreword *Ralph H Turner*

Preface

Introduction

An Exploratory Study: An Unanticipated Finding

A Trip Through the Literature

The Uncertainty of Certainty — The Inconsistency of Consistency

The Mutable Self

The Future of Belonging and Belonging to the Future

**SAGE Library of Social Research Volume 59**

**1978 • 280 pages • Cloth £11.25 • Paper £5.50**

# Empathy, Fantasy, and Helping

Ezra Stotland *University of Washington et al*

Ezra Stotland's early studies were aimed at reproducing the phenomena of empathy and studying its determinants. In this more recent research, the authors sought to predict individual differences in empathy. As a result, a promising

instrument known as the fantasy-empathy scale has been constructed and validated as a reliable measure of the tendency to place oneself imaginatively in the role of the other.

**SAGE Library of Social Research Volume 65**

**1978 • 152 pages • Cloth £11.25 • Paper £5.50**

# Self-Esteem

## Its Conceptualization and Measurement

L Edward Wells and Gerald Marwell *University of Wisconsin*

'Self-esteem, defined broadly to include not only self-concept but everything that might come under the self-regarding attitudes, is explored in this book. Although Ruth Wylie's books on the self concept cover most of the same material in greater depth, particularly measurement instruments, this book is shorter, handier and should get a lot of

use. The area of self-esteem measurement is fraught with validity problems; overreliance on face validity, and low convergent validity, if tested at all. The chapter on validity presents new developments and should be referred to as a guide for anyone getting into self-esteem research....'

— *Journal of Individual Psychology*

**SAGE Library of Social Research Volume 20**

**1976 • 290 pages • Cloth £11.25 • Paper £5.50**

# Psychopolitical Analysis

## Selected Writings of Nathan Leites

*Edited by Elizabeth Wirth Marvick*

This selection of Leites' work covers political attitudes and behaviour in Nazi Germany, Bolshevik Russia, and Maoist China, as well as a number of 20th Century democracies, and effectively demonstrates the usefulness of Leites'

psychoanalytical approach to political behaviour which rejects the traditional separation of psychological from political, sociological, anthropological, and economic approaches to human behaviour.

**1977 • 384 pages • Cloth £14.00**

# Identity and Religion

## International, Cross-Cultural Approaches

*Edited by Hans Mol McMaster University, Ontario*

Brings together the work of scholars using the concept of identity to interpret their researches and analyses in the area of religion in contemporary culture. As well as presenting special case studies

of individual cultures and religions, this volume examines the nature of identity as rooted in social interaction and manifested in role performance.

**SAGE Studies in International Sociology Volume 16**

**1978 • 304 pages • Cloth £11.25 • Paper £5.50**

## Play as Exploratory Learning

Studies of Curiosity Behavior

Edited by Mary Reilly University of Southern California

'There are not many American books on the subject of play which are worth reading. *Play as Exploratory Learning* is an outstanding exception. It is a collection of well-reasoned and surprisingly jargon-free papers by practitioners (play therapists from many fields) who rightly see play within the context of society as a whole, and not as something self-contained. Individual contributors enable us to draw on the known history of play from Greek and Roman times through to the studies of Groos, Huizinga and others.'

— *New Society*, 3 April 1975

'No gamer, teacher, psychologist or parent should be without a copy. Indeed no student of the human condition in any field can afford to ignore this publication.' — *Sagset*, 26 July 1976

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Paper £6.25

## Crowds and Riots

A Study in Social Organization

Sam Wright University of Wisconsin

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Sociological Observations Volume 5

1978 ● 180 pages ● Cloth £8.75  
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## Explorations in Interpersonal Communication

Edited by Gerald Miller Michigan State University

An 'intellectual smorgasbord' that concentrates on three main issues: defining the concept of interpersonal communication, exploring means of researching the field, and identifying areas which merit further scrutiny.

SAGE Annual Reviews of Communication Research Volume 5

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## The Origins of Crowd Psychology

Gustave LeBon and the Crisis of Mass Democracy in the Third Republic

Robert A Nye University of Oklahoma

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*American Historical Review* March 1977

'This is the work of a first-rate historian. . . will be read with pleasure by. . . political scientists, social psychologists, and historians.'

*Perspective* October 1975

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September 1978

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— *Social Service Review*

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*Perspective* April 1977

1976 ● 704 pages ● Cloth £22.00



# Improving Evaluations

Edited by Louis-ellin Datta National Institute of Education  
and Robert Perloff University of Pittsburgh

Leaders in the field of evaluation such as Peter H Rossi, Clark C Abt and Susan Salasin examine the obstacles to effective evaluation, and recommend ways in which evaluation designs and measurements can be improved. A final

section on more general evaluation issues is also included. Together, these essays shed new light on both the theory and practice of evaluation, and the ways it enhances human lives.

## CONTENTS

Introduction: Enhanced Lives, Improved Evaluations *Lois-ellin Datta and Robert Perloff*

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What Limits the Impact of Evaluation on Federal Policy? *Gregory Wurzburg*  
Government Constraints on Evaluation Quality *Clark C Abt*

Obstacles to Evaluating State Human Service Programs *Michael Simmons*  
**Part Two: Improving Evaluation Designs**  
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Evaluation and Change *Howard Davis and Susan Salasin*

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# Quantitative Methods and Statistics

## A Guide to Social Research

Sonia R Wright *University of Massachusetts, Amherst*

A survival manual for applied social researchers who, for whatever reason, need a quick and straightforward guide to the principles and techniques of quantitative research. Designed for easy reference, it features glossaries of symbols and terms, and references at the end of each chapter to direct readers to additional sources. It aims to introduce, briefly and simply, some of the major concepts of empirical research, and to explain the key methodologies and statistical techniques by which quantitative data is gathered and analyzed.

November 1979 • 160 pages • Cloth £11.25 • Paper £5.50

'Wright has written a very readable overview . . . covers many of the major techniques used in contemporary social science concisely and clearly and, therefore, should be useful to both practitioners and students alike.'  
— *George W Bohrstedt, Indiana University*

# Evaluation Research Methods

## A Basic Guide

Edited by Leonard S Rutman *Carleton University, Ottawa*

Tackles the fundamental problems of planning and conducting an evaluation. The volume is designed to help the evaluator achieve a higher degree of technical competence in basic research methodology that will aid in producing more usable, more accurate evaluation research. The contents of the volume are highly integrated. Each chapter focuses on major steps in planning or conducting an evaluation study. For each step, numerous tasks are identified and discussed from a prescriptive point of view.

**Contributors**  
Leonard Rutman, Joseph S Wholey, Joe Hudson, Thomas D Cook, Fay Lomax Cook, Melvin M Mark, Robert F Boruch, David Rindskopf, George W Fairweather, Gary H Miller, Barry Willer, M Andrieu

**SAGE Focus Editions Volume 3**  
1978 • 232 pages • Cloth £11.85 • Paper £5.50

# Behavior Modification

## A Handbook of Assessment, Intervention, and Evaluation

Eileen D Gambrill *University of California Berkeley*

Since interest in behaviour modification has grown rapidly over the past decade, the quantity of literature now available on the various techniques that make this mode of therapy distinctive is enormous. Until now, however, no single source offered information about the vast range of applications while focussing specifically on how and when to apply behavioural procedures. This new, 1,200 page handbook is the first to provide comprehensive coverage of behavioural modification and to show in a step-by-step manner, how behavioural methods can be used with a wide range of problems.

Gambrill focuses on three major phases of behaviour modification therapy: *assessment*, *intervention*, and *evaluation*. A number of chapters are concerned with the steps involved in assessment, and each chapter dealing with a special problem presents additional assessment information. Intervention and evaluation procedures are likewise stressed. Gambrill describes

1977 • 1200 pages • Cloth £20.00

intervention methods for handling virtually all of the most frequently encountered problem areas, including parent-child relations, marital interaction, anxiety, anger, stress, depression, drinking, drug abuse, health-related concerns, sexual behaviour, and problems in education. The methods and procedures detailed throughout the book are supported by research findings and can be easily used without special apparatus. The handbook provides a number of procedures for each problem area, so that therapists have various options available. Gambrill also discusses the basic characteristics of behaviour modification, clarifies misconceptions about methods, and reviews ethical considerations in the behavioural approach. Such coverage is unequalled in behavioural literature, making the book an essential guide and reference for social workers, psychologists, and counsellors, regardless of their professional orientations.

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# Health Psychology A Handbook

## Theories, Applications, and Challenges of a Psychological Approach to the Health Care System

George C Stone, Frances Cohen, Nancy Adler  
University of California, San Francisco et al

The first comprehensive survey of findings from the new field of health psychology -- the application of psychology to health issues. A team of 28 invited specialists provide a range of articles which discuss practical problems in health care, and also define the role of psychological study in a health system. Topics include the difficulties patients have in following the recommendations of health experts, their reactions on being told they are seriously ill, and the ways in which they overcome self-destructive habits. Problems of

practitioners are also considered: the evaluation of treatment, the limitations of diagnosis, the sources of stress for health workers themselves.

There has never before been a book called *Health Psychology*. The very term itself is new. This indispensable, 700 page handbook provides health practitioners of every description with invaluable practical information while fixing the aims, methods, and parameters of a vigorous new discipline.

### CONTENTS

#### Part One: Health Psychology in Historical and Comparative Perspective

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Stone

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George Stone

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Psychological Perspectives on Health  
System Planning, Nancy Adler, Arnold  
Milstein

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Health Careers, Lillian Cartwright

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Kagan

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Making: Social Psychology and Health  
Care, Irving Janis, Judith Rodin  
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Health, Rudolf Moos

The Brain as a Health Care System,  
Gary Schwartz

Themes and Professional Prospects  
in Health Psychology, Nancy Adler,  
Frances Cohen, George Stone

August 1979 • 729 pages • Cloth £19.00

## Health, Stress and Coping New Perspectives on Mental and Physical Well Being

Aaron Antonovsky Chairman of the Department of the  
Sociology of Health, Ben Gurion University

Examines the physical, social, and  
psychological origins of health.  
Antonovsky finds that primary among  
the factors common to healthy people  
is the ability to manage tension.  
This and other resources such as  
financial security, social supports, and  
knowledge tend to foster in healthy  
people what he calls a sense of  
coherence, a feeling that life is

comprehensible and that we are in  
reasonable control of it. He discusses  
ways in which health care systems  
can nurture this attitude, and the  
ways in which modern medicine  
often undermines it. His is a  
fundamentally different approach that  
demands we promote health in addition  
to curing disease.

August 1979 • 255 pages • Cloth £9.50

# The Social World of the Child

William Damon *Professor of Psychology Clark University, Massachusetts*

William Damon's new book takes a fresh look at children's social development during the years between infancy and adolescence. By adding to our understanding of how children acquire maturity, it fills an important need in psychological literature. The author discusses the way children develop knowledge about friendship, authority, sex-role conventions, and other key social concerns, and reports both his own extensive research and other recent advances in the field. Damon examines children's real-life social conduct as well as their verbal discussions of hypothetical social concerns. He also depicts the special quality of children's reasoning by

1978 • 364 pages • Cloth £9.50

referring extensively to children's conversations with their peers and with adults. Unlike many previous investigators, Damon does not view children's social knowledge simply as their understanding of other persons and their traits. Rather, he emphasizes the importance of how children look at key social relations, interpersonal transactions, and social regulations.

'There is a great deal of interest in this book — not only about friendship, but also about such topics as the child's knowledge of justice, authority, social conventions, and sex-role stereotypes . . . most useful.' — *THES, Feb 1978*

# Childhood Socialization

Studies in the Development of Language, Social Behavior, and Identity

Norman K Denzin *Professor of Sociology, University of Illinois*

Advances both the theory and the methodology of childhood studies and, in doing so, presents new perspectives for the study of language acquisition, education, cognitive development, and group life. Proposes an interactionist approach for studying childhood socialization in place of the traditional development approach and explains how this new approach can be used to reformulate and systematize naturalistic

inquiry. Applies this naturalistic-interactionist framework to show how children enter into the processes that lead to self-awareness and adult social behaviour, how child-caregiver interactions affect language acquisition, how children work at constructing social order through their games and play, and how childhood interactions provide insight into the problematic aspects of adult interactions.

1978 • 236 pages • Cloth £9.00

# Therapies for Psychosomatic Disorders in Children

Charles E Schaefer, Howard L Millman *The Children's Village, New York* and Gary F Levine *New York Medical College*

A daily reference and practical resource for all helping professionals who work with children, including psychologists, psychiatrists, social workers, pediatricians, and school counsellors. It provides a simple and efficient way to gain the proficiency needed to treat the many different psychosomatic disorders common during the early and middle childhood years. For each disorder, the authors concisely describe several specific therapeutic techniques

that have been successful in practice, ranging from such traditional approaches as drugs and dietary control to such recent innovations as behaviour therapy and biofeedback training. They also point out the conditions under which each technique is most effective. This enables the professional to select a particular technique or to combine several, according to the child's needs and circumstances.

November 1979 • 384 pages • Cloth £10.50

# Therapies for Children

A Handbook of Effective Treatments for Problem Behaviors

Charles E Schaefer and Howard L Millman

Fills the need for a practical reference containing alternative treatment methods for the common behaviour problems of childhood. It is the most comprehensive sourcebook of child therapy practices currently available,

covering a wide range of specific behaviour problems and a variety of theoretical positions. Such coverage is achieved through a unique format that describes practical techniques in succinct digest form.

## CONTENTS

Introduction: Current Trends in Treatment of Children's Behaviour Problems  
Neurotic Behaviors  
Habit Disorders

Antisocial Behavior  
Hyperkinetic Behavior  
Disturbed Relationship with Children  
Disturbed Relationship with Parents

1978 • 502 pages • Cloth £12.00

# Theraplay

## A New Treatment Using Structured Play for Problem Children and Their Families

Ann M Jernberg *Director, the Theraplay Institute, Chicago*

The first complete guide to understanding the theory, technique, and practice of Theraplay. Jernberg describes, with extensive documentation and illustrative material, the kinds of Theraplay activities and their uses for diagnosing and treating such problems as hyperactivity, anxiety, depression, peer-relating difficulties, and learning blocks. Many practical suggestions for planning each Theraplay session are offered, and detailed instructions and advice are given on the selection and training of

new Theraplay therapists. Jernberg also explains Theraplay's flexibility in tailoring treatment to individual needs and the ease of applying Theraplay in a variety of settings. Psychologists, social workers, family therapists, school counsellors, and all other professionals who work with problem or troubled children and their families will find, through this book, a dynamic new short-term therapy for successful practice.

January 1980 • 488 pages • Cloth £11.75

# Caring for Troubled Children

## Residential Treatment in a Community Context

James K Whittaker *Professor in the School of Social Work, and Director of the Child Welfare Project, University of Washington et al*

Offers thoughtful guidance in the care and treatment of children with severe emotional, learning, and behavioural problems. In taking a fresh look at residential treatment, James Whittaker not only provides information and advice on such topics as designing a therapeutic environment and teaching life skills in a residential programme but also suggests practical methods for involving parents in the treatment process and building bridges to community institutions — including churches, recreation programmes, and

schools. The problems of evaluating residential programmes and training child care personnel are also examined. This book will be of service to all whose mission includes the care and treatment of troubled children: child care workers, clinical psychologists, social workers, child psychiatrists, and educators of exceptional children; it will also prove invaluable to administrators and planners charged with developing new programmes for troubled children and their parents.

May 1979 • 270 pages • Cloth £8.50

# Self-Disclosure

## Origins, Patterns, and Implications of Openness in Interpersonal Relationships

Gordon J Chelune *University of Georgia*

Synthesizes recent findings on self-disclosing behaviour, summarizing current directions in self-disclosure research and providing a new theoretical basis for future investigations. Chelune and his associates address key methodological problems in the measurement of self-disclosing behaviour, and review recent and past research on disclosure both as a dependent and an independent variable. They also present important new data

on the relationship between sex and self-disclosure. The appropriateness of such behaviour is examined in terms of its value in self-expression, self-clarification, relationships, and social control. The unique patterns of self-disclosure in families, and its use in various forms of psychotherapy are also discussed. An extensive and conveniently indexed research bibliography lists over 700 items published since 1970.

January 1980 • 416 pages • Cloth £16.95

# Therapy for Couples

## A Clinician's Guide for Effective Treatment

Edited by Billie S Ables and Jeffrey M Brandsma  
*University of Kentucky Medical School*

Presents a new therapy developed specifically for couples. The treatment is based on three basic principles — negotiation, communication and reeducation. Couples are taught to negotiate their problems rather than argue about them, and to communicate their wants without hurting each other. They are also reeducated about unrealistic expectations they may have about marriage. Numerous verbatim

excerpts from live sessions illustrate the kinds of problems couples bring to therapy, the types of interventions used, and the ways clients respond to them. Commentary points out the underlying issues and the purpose of the therapists' interventions. These practical techniques and specific interventions can be easily put into use by clinicians of varying backgrounds.

A Jossey-Bass publication  
1977 • 363 pages • Cloth £9.50

# Helping People in Crisis

## A Practical, Family Oriented Approach to Effective Crisis Intervention

**Douglas A Puryear** *Clinical Supervisor, Sheppard and Enoch Pratt Hospital, Maryland*

The first book to offer human services professionals a detailed, systematic method for helping people in crisis, a method that has proven effective with individuals and families alike in all kinds of crises. Douglas Puryear examines the nature and interpersonal dynamics of crisis; explains the guiding principles that underlie successful crisis intervention; and sets forth a step-by-step approach to organizing and

November 1979 • 240 pages • Cloth £9.00

implementing interventions. He also describes specific techniques for establishing a therapeutic atmosphere and encouraging clients to become more self-reliant. The method is liberally illustrated with sample dialogues and situations from clinical practice. Puryear also recounts the development and resolution of a typical case in detail to demonstrate the method in action.

# Problem Solving Therapy

## New Strategies for Effective Family Therapy

**Jay Haley** *University of Maryland*

Describes a therapy that emphasizes how to solve specific problems. Includes chapters on the first interview, giving directives, clarifying symptoms, training therapists, and professional ethics. Because the therapy described is family-oriented, solutions to many problems are based on making changes in family organization.

**Contents:** Conducting the first Interview; Giving Directives; Communication as Bits and Metaphor; Communication: Sequence and Hierarchy; Therapy in Stages; Marriage Therapy as a Triangle; Problems in Training Therapists; Ethical Issues in Therapy.

1977 • 275 pages • Cloth £9.50

'Haley's book is both revolutionary and pragmatic. It is a book written by a teacher of therapy, and it stands as one of the very few "how-to" books that really gives the reader an opportunity to learn from example. It merits reading both for its pragmatic insights and for its theoretical position regarding the practice of family therapy.'

-*Contemporary Psychology, 1977*

# Psychotherapy with Adolescent Girls

**Doris Lamb** *Assistant Professor of Psychiatry, University of Southern California School of Medicine*

A practical yet dynamic theory of psychotherapy for troubled adolescent girls; outlines a number of different treatment techniques; and richly illustrates her therapeutic principles and treatment approaches with numerous case examples. She distinguishes between the problems of older and younger girls; explains how therapists can set limits on impulsive, acting-out behaviour; discusses issues of transference, countertransference, and

dependency; describes how underlying fears can be detected and allayed; recommends ways of working productively with parents; and, overall, shows how therapists can help girls achieve identity, independence, and mastery. Compact and straightforward, the book offers clear-cut guidelines and practical clinical wisdom that will increase the skill and confidence of all mental health professionals working with adolescents.

February 1979 • 202 pages • Cloth £8.00

# Innovations in Counseling Psychology

## Developing New Roles, Settings, Techniques

**Chris Hatcher** *University of California, San Francisco*  
**Bonnie S Brooks** *University of Texas, El Paso*

Describes new counselling techniques and roles illustrated with applications from real situations.

### CONTENTS

New Directions; Outreach in Counseling; Counselors as Psychologists; Activist Counselors; Child Development Consultants; Psychological Education; Parent-Child Education Centers; Computer Technology in Counseling; Student Advocacy and Environmental

Change in City Schools; Alternative Counseling Centres; Working with the Elderly; Training Models for Tomorrow; External Degree Programs in Counseling; Innovations in Competency-Based Staff Development; Decision for Tomorrow.

1978 • 406 pages • Cloth £10.50

# Self-Help Groups for Coping with Crisis

## Origins, Members, Processes, and Impact

Morton A Lieberman *University of Chicago* Leonard D Borman  
*Centre for Urban Affairs, Northwestern University*

Offers human service professionals an in-depth analysis of mutual aid groups: their origins, membership, helping mechanisms, and impact. The authors present detailed studies of representative self-help groups; analyze the relationships of such groups to helping

professionals and to social agencies; and outline methods and criteria for measuring the effectiveness of particular groups. Practitioners will find this book a useful guide to additional tools and resources with which to aid their clients.

January 1980 • 480 pages • Cloth £11.75

# Individuality

## Human Possibilities and Personal Choice in the Psychological Development of Men and Women

Leona E Tyler *University of Oregon*

Brings together new findings about the process of mental development, new assumptions about what psychologists should study, and new techniques of assessment to establish a psychology of individuality. Describes research strategies by which mental testers can go beyond current practices of categorizing people as above or below average and, instead, take note of each person's distinctive patterns of individuality; proposes a more inclusive

psychological technology in which the *unique* as well as the *common* aspects of individual behaviour are studied; shows that such a technology will enrich research on all standard psychological topics; and demonstrates that shifting the focus of research and testing from natural *abilities* to acquired *competencies* will make psychology more useful to practitioners in assessing individual strengths and needs.

1978 • 274 pages • Cloth £9.00

# Ethical & Legal Issues in Counseling and Psychotherapy

William H Van Hoose *University of Virginia, Charlottesville*  
and Jeffrey A Kottler *University of North Alabama*

This first comprehensive guide reviews court cases dealing with licensure and classification; discusses legal problems presented by treatment methods and client-therapist relationships; covers the legal aspects of privacy and

confidentiality, malpractice, and expert testimony; examines current professional and legal regulation; looks at ethical problems in group work; analyzes criticism of behaviour therapy; and considers specific questions of values.

1977 • 224 pages • Cloth £9.00

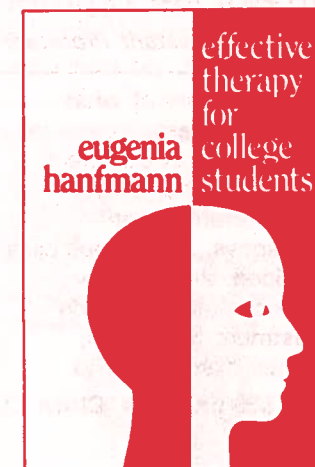
# Effective Therapy for College Students

## Alternatives to Traditional Counseling

Eugenia Hanfmann *Brandeis University*

Points out the therapeutic and administrative procedures that are best adapted to counselling of students, explores the factors that further or hinder progress at different stages of therapy, and presents numerous case histories that illustrate how a holistic conception of neurosis and health can be applied to short-term therapy. She shows how professionals in a college clinic can gain students' trust, how they can make the best use of their limited time, and how they can most accurately evaluate the effectiveness of their work and most convincingly demonstrate to administrators the benefits students are receiving.

1978 • 348 pages • Cloth £9.50



# New Approaches to Social Problems

## Applications of Attribution Theory

*Edited by Irene Hanson Frieze University of Pittsburgh Daniel Bar-Tal Tel-Aviv University and John S Carroll Loyola University, Chicago*

Sponsored by the Society for the Psychological Study of Social Issues, this study focusses on attribution theory, a branch of social psychology concerned with how people view the causes of events and how their views or attributions influence their behaviour. The authors consider the way in which this theory can be applied to the analysis of important social problems. Each chapter bears down on an area

January 1980 • 496 pages • Cloth £11.00

where attribution theory is potentially useful. These include alcoholism, battered women, depression, and crime prevention. Based on extensive research with people experiencing these problems, each chapter uses attribution theory to increase understanding of the problems and to suggest new approaches for dealing constructively with them.

## Incest

### A Psychological Study of Causes and Effects with Treatment Recommendations

*Karin C Meiselman Assistant Professor of Psychology, Claremont Colleges*

A comprehensive summary of what is known about overt incest. Meiselman synthesizes previous literature on the subject with her own research into the aftereffects of incestuous experiences. Numerous case histories are provided, which show that such experiences often precede a variety of adjustment difficulties, ranging from sexual dysfunction to

January 1979 • 366 pages • Cloth £10.50

schizophrenia. To help isolate those effects particular to incest, a control group of psychotherapy patients with nonincestuous case histories is employed. The book also provides practical help in detecting incest occurrences, handling incest cases, assessing individual and family incest problems, and making effective treatment recommendations.

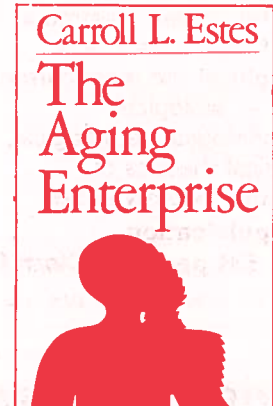
# The Aging Enterprise

## A Critical Examination of Social Politics and Services for the Aged

*Carroll L Estes University of California, San Francisco*

Addresses fundamental questions concerning the status, effectiveness and social consequences of current public policies towards the aged. Estes analyzes recent experience in implementing the Older Americans Act and other policies designed to help the elderly and shows that, despite good intentions, these policies have resulted in the isolation, stigmatization and general dependency of the aged. Estes also examines the effects of decentralization and revenue sharing on public programmes in America, and makes recommendations for a more realistic and helpful approach to the problems of the aged.

July 1979 • 283 pages • Cloth £9.50



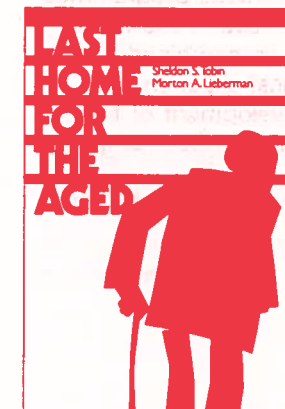
## Last Home for the Aged

### Critical Implications of Institutionalization

*Sheldon S Tobin and Morton A Lieberman University of Chicago*

Examines the psychological and psychical effects, such as disorientation, withdrawal, and hopelessness, on old people entering a long-term care institution; shows how many of these effects are caused by events that begin before the move to an institution, how others are caused by the move itself, and how still others are caused by institutional life. Case studies and recommendations are presented.

1977 • 304 pages • Cloth £9.50





# Violence

## Perspectives on Murder and Aggression

Irwin L Kutash et al

Brings together, for the first time, a comprehensive collection of major perspectives on the causes, treatment, and prevention of violent behaviour. Discusses — in light of the most current research findings — biological, sociological, psychological, ethological, and psychoanalytical theories of aggression. Provides extensive case

A Jossey-Bass publication

January 1979 • 574 pages • Cloth £13.00

material and numerous clinical examples which practitioners will find useful in dealing with such problems as child abuse, female aggression, school violence, sexual offenders, and victim treatment. In addition to original research contributions, each chapter presents a thorough review of pertinent literature.

# Improving Therapeutic Communication

## A Guide for Developing Better Techniques

D Corydon Hammond, Dean H Hepworth, Veon G Smith

Communication is a skill that can be learned. It is also the prerequisite for competence in the helping professions. In a unique programmed format of communication exercises, the authors draw on combined teaching and clinical experience to encourage the development of four basic communication skills -- empathy,

1977 • 377 pages • Cloth £10.50

respect, authenticity, and confrontation. These skills enable therapists to correctly interpret the feelings of clients, to be receptive to clients in warm, nonjudgemental manner, to be honest with clients, and to present them with contradictions in their thought and behaviour without arousing antagonism or defensiveness.

# Assessing Schizophrenic Thinking

## A Clinical and Research Instrument for Measuring Thought Disorder

Mary Hollis Johnston *University of Illinois Medical Centre* and Philip S Holzman *Harvard University*

Describes an important new instrument for measuring thought disorder, the principal component of schizophrenia. Beginning from a comprehensive review of the most significant efforts to define and measure thought disorder, the authors clarify the general relationship between thought disorder and schizophrenia by analyzing the thought patterns of both schizophrenic and nonschizophrenic subjects. They then recount the development of the Thought Disorder Index and provide a detailed explanation of its administration, scoring, and interpretation. The authors also report

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the results of a large validation study that not only confirms the reliability of the Thought Disorder Index, but also offers new insights into the origins and nature of thought disorder and schizophrenia. To indicate methods of applying the Thought Disorder Index, the authors provide extensive case records with commentaries explaining their interpretation. They show how psychologists, psychiatrists, and other mental health professionals can use the Index to assess the nature and severity of thought disorder and to improve programmes of treatment.

# Ego Development Conceptions and Theories Professional Journals

Jane Loevinger *Washington University*

Loevinger integrates diverse approaches to ego development to provide a new concept with its own structure and logic. With the assistance of Augusto Blasi, she describes the domain of ego development, details its stages,

1976 • 504 pages • Cloth £12.00

examines the methodological problems involved, analyzes current tests and assessment devices, and describes a new relationship between ego development and psychoanalysis.

# Women and Women's Issues

## A Handbook of Tests and Measures

Carole A Beere *Central Michigan University*

The first extensive, organized compilation of the numerous tests and measures used in the study of women and women's issues. The author discusses the problems involved in conducting research regarding women, and describes and evaluates over 200 instruments used by researchers. She helps researchers select appropriate tools for their studies and to recognize the strengths and weaknesses of these measures. She aids counsellors and therapists in their work with both males and females, where issues such as

sex role preference and attitudes towards women are pertinent. Information given for each test includes the title, author and date of first use; what the test measures; the characteristics of those who have previously completed it and who could reasonably be expected to complete it; methods of administration and scoring; data on reliability and validity; and where the test or measure can be found. A bibliography of studies in which the instrument was used is also provided.

December 1979 • 576 pages • Cloth £16.25

# Strategies for Personality Research

## The Observation Versus Interpretation of Behavior

Donald W Fiske *University of Chicago*

Shows that the study of personality has remained *prescientific* because researchers have based their work on unreplicable findings, and unwarranted generalizations. Points out the conceptual ambiguities and methodological fallacies that have blocked progress in this field and explains how current attributional and interpretive research strategies can be

reoriented so as to make them more scientific and productive. Outlines a different approach — a strategy for studying simple interpersonal actions and their relationships in a naturalistic setting — and demonstrates that this *action strategy* provides the dependable observations, findings, and generalizations essential to a science.

1978 • 448 pages • Cloth £10.50

# Behavioral Assessment

## Recent Advances in Methods, Concepts, and Applications

Stephen N Haynes *Southern Illinois University at Carbondale*  
and C Chrisman Wilson *University of Texas at Austin*

A comprehensive survey of recent advances in assessment instruments and procedures designed on the behavioral therapy model. Over 900 articles on behavioral assessment published during 1977 and 1978 are reviewed, their principal conclusions and implications summarized. The authors examine the validity, reliability and sources of error of most behavioral assessment methods, including observations in natural and structured environments, self-monitoring, questionnaires, interviews, and psychophysiological

assessment. They outline methodological innovations and modifications that have overcome past assessment problems. They describe the applications of each method, such as diagnosis screening and design of intervention strategies; and report the results obtained from each new method with different unwanted behaviours in a variety of different treatment settings: insomnia, stuttering, obesity, bedwetting, sexual dysfunction, parental neglect; at home, in hospital, at summer camp, in psychiatric ward.

February 1980 • 488 pages • Cloth £15.00

# Ethical Issues in Behavior Modification

## Report of the American Psychological Association Commission

Stephanie B Stolz et al

The American Psychological Association formed a commission in 1974 to examine and clarify the ethical issues involved in behaviour modification and to provide recommendations concerning its use and misuse. This book, the report of the APA Commission, defines eight major problem areas (including psychologists' allegiances,

confidentiality, informed consent, accountability, and selection of methods); discusses these problems in relation to specific settings (such as community mental health centres and institutions for the retarded); and presents practical recommendations for planning behaviour modification and other interventions.

1978 • 200 pages • Cloth £7.50

# Interaction of Media, Cognition, and Learning

## An Exploration of How Symbolic Forms Cultivate Mental Skills and Affect Knowledge Acquisition

Gavriel Salomon *Hebrew University of Jerusalem*

Presents a new perspective on the role of media in learning and cognitive development by looking at the media's most basic means of structuring and conveying content — their symbol

systems. Salomon describes experiments and field studies which show how media, particularly television and film, encourage certain kinds of thought patterns and discourage others.

### CONTENTS

- Reexamining Educational Research and Conceptions of Media
- Characteristics of Symbol Systems
- Relationships of Symbol Systems to Cognition
- Differential Uses of Mental Skills for Learning
- Cultivation of Mental Skills for Learning
- Cultivation of Mental Skills through Symbolic Forms

- Impact of Films Designed to Cultivate Mental Skills
- Effects of "Sesame Street" on Television-Naive Children
- Cross-Cultural Cognitive Effects of Television Exposure
- Interaction of Media, Cognition, and Learning: Summary and Reflections

July 1979 ● 282 pages ● Cloth £10.50

# Theory in Practice

## Increasing Professional Effectiveness

Chris Argyris *Harvard University* and Donald A Schön *Massachusetts Institute of Technology*

'A remarkable achievement. The authors have boldly faced and successfully dealt with a staggering and complex set of ideas about the nature of personal inquiry; the relationships among thought, action and emotion; the common traditions

that govern organizational life; the essence of professionalism; the functions of trainers; the place and nature of personally reconstructive (and moral) education within professional schools; and more besides.' -*Social Service Review*

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# Discrimination in Organizations

## Using Social Indicators to Manage Social Change

Rodolfo Alvarez *University of California at Los Angeles* Kenneth G Lutterman *National Institute of Mental Health et al*

Explains systematic new measurement techniques for determining the degree to which an organization's management policies discriminate against women and other minorities. The authors show how statistical indexes for measuring the relative well-being of a given population can be used in assessing institutional discrimination. These indexes can be applied to all types of formal organizations, including military units, business corporations, scientific research

organizations, health agencies, communications media, universities, and the criminal justice system. This book provides the research methods and measurement devices needed for monitoring and directing institutional efforts to eliminate all forms of discrimination. It also calls our attention to the potential of social indicators as a tool for advancing the general study of the structure and process of formal organizations.

January 1980 ● 456 pages ● Cloth £11.00

# Groups at Work

## Unresolved Issues in the Study of Organizations

Alvin Zander *University of Michigan*

Discusses a number of common dilemmas in the day-to-day activity of groups that have received little practical or research attention, including removing group members and recruiting new ones, the uses and abuses of secrecy, choosing group goals that are

not overly difficult, coping with group embarrassment, inefficient meetings, the vulnerability of modern managers, the psychology of managers' associates, handling new regulations, and making use of the pleasure members can feel in group work.

1978 ● 144 pages ● Cloth £6.25

# The Profession and Practice of Program Evaluation

Scarvia B Anderson *Educational Testing Service, Atlanta*, and Samuel Ball *Educational Testing Service, Princeton*

Examines the major purposes of programme evaluation; points out the investigation methods and types of evidence applicable to each purpose; and outlines procedures to ensure effective dissemination and use of findings. Considers the influence of evaluator's personal and professional values; shows that the purpose of the evaluation determines whether *in-house*

or *outside* evaluation efforts are most effective; and identifies ethical responsibilities in evaluation. Offers recommendations for training evaluators and assessing their competencies; presents a survey of actual evaluation practices in the field of adult training programs; and pinpoints current professional and methodological trends in evaluation.

September 1978 • 252 pages • Cloth £9.00

# Evaluating Educational Environments

Rudolf H Moos *Stanford University*

Student living groups and school classrooms are two educational settings that have important effects on student attitudes and behaviour. Rudolf Moos identifies three key dimensions of these settings: the physical and architectural design, organizational factors (such as living group size and student-teacher ratio), and the aggregate composition of the class or living group (in terms of age, ability level, socioeconomic status, and so on). He then shows how these dimensions affect the development of the social climate in classrooms and living groups, and he assesses the impact of these environmental influences on student absenteeism and satisfaction with learning, personal interests and values, styles of coping

with college life, student drinking patterns, and other variables. Moos presents a conceptual model of person-environment interaction and describes the development of two of his scales for assessing the environmental variables contained in the model — the University Residence Environmental Scale and the Classroom Environmental Scale. He reports significant findings from administering these scales to national samples of 10,000 college students in 225 living groups and over 10,000 junior and senior high school students in more than 500 classrooms, providing the full text of the scales as well as much of the survey data on which the findings were based.

June 1979 • 334 pages • Cloth £9.50

# The Scientific Publication System in Social Science

A Study of the Operation of Leading Professional Journals in Psychology, Sociology, and Social Work

Duncan Lindsey *University of Oregon, Eugene*

Presents useful information for social scientists publishing research findings in professional journals and provides important data and analyses for those studying the sociology of science. Points out problems in the publication system and analyzes the consequences not only for the publication of an individual author's work but also for the general vitality and achievement of science. Explores strategies for solving or minimizing such problems as multiple submission, reduced publication review time, page fees, submission fees, multiple reviews, and author appeal

October 1979 • 167 pages • Cloth £9.00

procedures. Key questions include: How long does it currently take to have a paper reviewed? What criteria are actually used in evaluating and selecting papers? How accurate and fair is the review process? Are there structural characteristics of published articles (such as length, number of references, use of quantitative methods, graphs, and so on) that predict the use and impact of those articles? What factors should social scientists understand about the review process when they submit papers?

# Field Research

A Manual of Logistics and Management of Scientific Studies in Natural Settings

Judith Fiedler *University of Washington*

'The ultimate how-to-do-it field research manual. Fiedler's book contains little if any information on the *methodology* of field research but rather concentrates on the *management* of field research. In this vein, it covers planning for research, research settings, hiring, managing and communicating with staff, budgeting, documentation, and materials. Each of these topics is treated with the utmost detail, with approaches and pitfalls for

the research manager. The text is liberally sprinkled with anecdotes from actual research projects including actual problems and solutions encountered in the field. As a whole, the book is a compulsive planner's dream and laissez-faire manager's nightmare. Nevertheless, it ought to be required for any graduate student or researcher contemplating field research'.

— *Choice*, March 1979

January 1979 • 188 pages • Cloth £9.00

# Social and Psychological Research in Community Settings

## Designing and Conducting Programs for Social and Personal Well-Being

**Ricardo F Muñoz** *University of California, San Francisco* **Lonnie R Snowden** *University of California, Berkeley* and **James G Kelly** *University of Oregon*

Includes full descriptions of model community research programmes, examining the practical, behind-the-scenes activities that affected their outcomes. Experienced professionals clarify current issues in community research; describe the process of designing, setting up, and maintaining community projects, including preventative programmes for children, adolescents and adults; and introduce methods of measuring the influence

of environments. They recount programmes showing how community change is actually brought about and documented. A unique resource for psychologists now doing or contemplating community work, this book will also interest sociologists, mental health professionals, public health workers, and social workers, all of whom will benefit from familiarity with the objectives and procedures of community research.

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## Contemporary Issues in the Definition, Assessment, and Improvement of Effectiveness in the Human Services

**Frank W Clark, Morton L Arkava** *University of Montana et al*

Shows how better coordination of education, practice and research in social work can increase practice competence. The authors explain systematic self-development procedures for current practitioners; outline new techniques for training future

interviewers and counsellors; present curriculum models and examine vital issues in the definition and assessment of competence. Border issues such as the emergence of community-based integrated services agencies are also explored.

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# Ethical Dilemmas and Social Science Research

## An Analysis of Moral Issues Confronting Investigators in Research Using Human Participants

**Paul Davidson Reynolds** *University of Minnesota in Minneapolis*

Provides social and behavioral scientists with the analytic tools and strategies they need to deal with major ethical dilemmas that may confront them. What should one do when important research poses risks to the rights or welfare of research participants? When research findings are employed improperly? When scientific responsibilities conflict

with the duties of citizenship? Paul Davidson Reynolds shows how to assess the positive and negative effects of research for participants and society. He discusses various procedures designed to protect participants without impeding the research effort, and summarizes recent legal developments affecting investigators.

December 1979 • 528 pages • Cloth £13.00

# Tolerance for Nonconformity

## A National Survey of America's Commitment to Civil Liberties

**Clyde Z Nunn** *Centre for Policy Research* **Harry J Crockett Jr** and **J Allen Williams** *University of Nebraska, Lincoln*

An in-depth assessment of how Americans' tolerance for nonconformist ideas and actions has been affected by two decades of social and political change. Reports — on the basis of over 4,000 detailed personal interviews — current responses to such questions as whether socialists and atheists should be allowed to teach at universities. Then,

using Samuel Stouffer's classic 1954 study of tolerance in America as a baseline for changes, pinpoints long-term trends in American tolerance attitudes and identifies the social, educational, economic, and religious forces that have contributed to those trends.

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# Human Services and Resource Networks

## Rationale, Possibilities, and Public Policy

Seymour B Sarason *Yale University* et al

Describes the development of a network of individuals (referred to as the Essex network) that ultimately involved hundreds of people in the United States. People from schools, universities, and public and private agencies joined together to exchange resources on a barter-economy basis, and to create a psychological sense of community. The authors focus primarily on the rationale

behind the network, those who started it, the problems encountered, and the significance it had for members. Their book also reviews the burgeoning literature on networks and is the first to extensively document how networks have become a central concept in fields as diverse as psychology, sociology, geography and anthropology.

1977 • 201 pages • Cloth £9.00

# Total Survey Error

## Applications to Improve Health Surveys

Ronald Andersen *University of Chicago* Judith Kasper *National Centre for Health Services Research* Martin B Frankel *City University of New York* et al

Reports on a ground-breaking effort to categorize and measure the many sources of error, in addition to sampling variance, that can affect estimates from a large-scale national survey. The authors analyze information from a national survey of health services, in conjunction with actual records of hospitals, physicians' offices, and insurance offices. They determine the magnitude of biases caused by respondent reporting errors, nonresponse, and processing errors resulting from imputation of missing

data, and assess whether nonsampling biases exaggerate the differences between various population groups (the elderly, the poor, the nonwhite, farm residents, central city residents, and people in poor health). The reliability and validity of several key indicators used to measure the performance of the health system are also examined. Several models for survey designs are given, and one hundred tables of findings as well as numerous appendices are included.

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Mildred George Goertzel, Victor Goertzel, Ted George Goertzel

This unique analysis of the lives of 300 famous twentieth-century men and women — among them politicians, reformers, revolutionaries, business and professional leaders, novelists, actors, poets, scientists, educators, religious leaders, athletes, and psychics — details what eminent people were like as children; the kinds of adults they became; and the personal, family, and

social factors that contributed to their achievements. Discusses the influence of famous people on society; examines the extent to which they reflect contemporary trends and values; and explains how society often elevates people to a level of prominence disproportionate to their actual achievements.

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# Improving Interview Method and Questionnaire Design

## Response Effects to Threatening Questions in Survey Research

Norman Bradburn *University of Chicago*, and Seymour Sudman *University of Illinois*

Addresses a major problem in survey research: the tendency of many people to answer untruthfully when asked about such threatening topics as sexual behaviour, bankruptcy or alcohol consumption. The authors report findings from a series of experimental studies, including two national samples of the general population of the United States, conducted jointly by the

National Opinion Research Centre and the Survey Research Laboratory. They present accurate information on how much distortion occurs with questions of varying degrees of threat, and with different survey procedures. They also suggest practical techniques and guidelines for increasing the willingness of respondents to truthfully report their behaviour.

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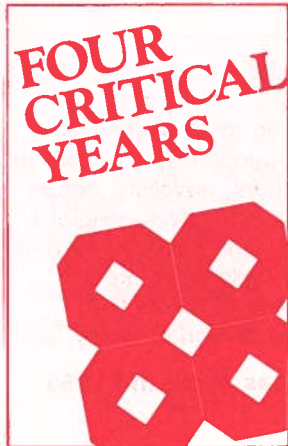
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Introduces new assessment techniques, reports on advances in older techniques, and discusses trends in contemporary assessment psychology. Each of the first six chapters focuses on the usefulness of a particular assessment instrument or group of instruments, such as an innovative new technique for measuring nonverbal communication and two new

tests of the psychological impact of physical environments. The last six chapters shift the perspective to particular clinical and research areas—such as memory disorders and cognitive style—and examine the assessment techniques most useful in each area.

1978 • 600 pages • Cloth £12.00



# Sociobiology and Human Nature

## An Interdisciplinary Critique and Defense

Edited by Michael S Gregory, Anita Silvers  
and Diane Sutch

Sociobiology is a new, highly controversial development in the social sciences. By applying methods used to study animal societies, it suggests that such human traits as selfishness, aggression, altruism, even the tendency to use language and to form social groups are genetically determined. Described as a biological paradigm of major importance, it has also been called a viciously racist, sexist doctrine. Contributors

to this volume make the first concerted effort to evaluate this new field. As authorities in biology, the social sciences, and the history of science, they examine the methodology of sociobiology, its social and ethical implications, and its role among the other social sciences. This book provides the fullest current estimate of the status and validity of sociobiology, and its implications for human beings.

### CONTENTS

Introduction: What Is Sociobiology?  
*Edward O Wilson*

Evolution as a Paradigm for Behavior  
*David P Barash*

Bridging the Paradigms: Biology and the  
Social Sciences *Pierre L van den Berghe*  
Animal Behaviour and Social  
Anthropology *S L Washburn*

The New Synthesis? *Gerald Holton*  
Genes, Brains, and Behavior *John L  
Fuller*

Sociobiology and Interspecific  
Comparisons of Behavior *Frank A Beach*  
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Alper*

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*Majorie Grene*  
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*J B Schneewind*

Humanistic Aspects of Ethology *Donald  
R Griffin*

Sociobiology or Biosociology? *Kenneth  
E Boulding*

The Human Condition *George Wald*  
Epilogue *Michael S Gregory*

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Edited by Karl F Schuessler *Indiana University*

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Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_