

# psychology today

DECEMBER 1979/VOL. 13, NO. 7

THE MAGAZINE OF HUMAN BEHAVIOR

#### Santa Now and Then

By Ludy T. Benjamin, Jr., Jacqueline F. Langley, and Rosalie J. Hall Do kids believe in Santa the way they did in 1896? A comparative study of the myth's changing meaning.

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#### Complainer Beware

By Laura Nader

An anthropologist sets out to explore the various channels for handling consumer complaints in America. She finds most of them offer little satisfaction—and exact a high psychological toll from the complainers. Among her proposed solutions are a federal complaint bank and a system of no-fault compensation for unsatisfied customers.

# Going to the Mountain By Berkeley Rice

Outward Bound on a wilderness survival trek, managers learn new ropes for climbing (cliffs) and making decisions.





#### Feeling Free

By Mihaly Csikszentmihalyi and Ronald Graef People reveal cycles of yearnings and satisfactions when asked several times a day to rate how they feel about what they are

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#### The Me Degeneration

doing at that moment.

By Morris B. Parloff Jules Feiffer practices psychiatry with license in his new cartoon novel about a middle-aged man who wills himself to be two years old. Parloff, a professional, approves.

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#### Up Front / Seasonal Rhythms in Behavior

By Zick Rubin

A psychologist explores the neglected impact of seasons on moods and actions.





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## The Sex-Change Conspiracy

By Richard M. Restak New studies call into question the \$10 million growth industry of sex-change operations.

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#### Newsline

A possible cooling of divorce fever; self-saboteurs; and other items.

#### **Books**

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By Steven Jay Gould The fascinating, rather dark influence of Cyril Burt, Psychologist, as mapped by L. S. Hearnshaw.

#### 108 / Best Behavior Books of 1979 The editors' selections.

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## The Brain / Alienation of Affection

By James W. Prescott

Too little touching or rocking may impair development of the neuronal systems in a child's brain.

Cover: Photograph by Ken Ambrose

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