



THE MAGAZINE ABOUT PSYCHOLOGY, SOCIETY AND HUMAN BEHAVIOR



p. 46

EDITOR-IN-CHIEF, CRM PUBLICATIONS,
Nicolas H. Charney

EDITOR, T George Harris
MANAGING EDITOR, Robert A. Poteete
ASSISTANT MANAGING EDITOR, Elizabeth Hall
ARTICLES EDITOR, Joyce A. F. Diener
SENIOR EDITORS, Robert W. Glasgow,
Kenneth Goodall, David Popoff
CONSULTING EDITORS, Sam Keen, George S. Reynolds
COPY EDITOR, Idamae Brooks
ASSOCIATE EDITORS, Catherine Caldwell,
Jeffrey Jones, Pamela Moore, Scot Morris,
Carol Tavis
ASSISTANT EDITORS, Patrice Horn, James R. Petersen
RESEARCHER, Margaret Casady
ASSISTANT COPY EDITOR, Carol J. Gerhardt
EDITORIAL MANAGER, Mary Ernst
STAFF, Cathie Hofmann, Gail Jensen, Starr Johnson,
Cecelia McPherson, Kathy McWilliams

DESIGN DIRECTOR, Donald K. Wright
ART DIRECTOR, Tom Gould
PHOTOGRAPHIC CONSULTANT, John Oldenkamp
ARTISTS, Nat Antler, Sandy Forrest, Arline Thompson
ART ASSISTANT, Susie Lee
STAFF, Barbara Bottomley

GENERAL MANAGER, James B. Horton
CONTROLLER, William T. Ota
ASSOCIATE PUBLISHER, John Suhler
PROMOTION DIRECTOR, Walter J. Joyce Jr.
PRODUCTION DIRECTOR, Jerome Alberts
CIRCULATION DIRECTOR, Mark Earley
MERCHANDISE MANAGER, Stuart Gish
SUBSCRIPTION FULFILLMENT MANAGER, Andy F. Schouten
STAFF, Cindy Bender, Karen Bredin, Ann Dixon, Cheryl Farris,
Lynnette Fields, Karen Keller, Judy Larson,
Pat Perrin, Marianne Porteck, Candace San Clemente

PUBLISHER, John S. Connors
ADVERTISING DIRECTOR, Peter Veronis
NEW YORK MANAGER, Harold Duchin
EASTERN REPRESENTATIVE, Jerome Koffler

Communications | Research | Machines Inc.
PRESIDENT, John J. Veronis

- 22 Stimulus/Response:**
A Little Larceny Can Do A Lot for Employee Morale
by Lawrence R. Zeitzlin
When management refuses to increase job quality or pay, employees very likely will resort to stealing. Such illicit job enrichment keeps employees happy, says an industrial psychologist, and it can be a useful—and cheap—management tool.

- 37 External Control and Internal Control**
by Julian B. Rotter
Some persons are Internals, confident that they control themselves and their destinies, while others are Externals, just as firmly convinced that they are the pawns of Fate. A psychologist who directs a university clinical-training program shows that Internals and Externals differ radically in behavior when it comes to learning, to illness, to smoking and to politics.

- 43 You & Death**
by Edwin S. Shneidman
Psychology Today reports on what our readers told when they filled out the death questionnaire. Survey results show what society, culture, literature, drugs and religion have to do with the way we feel about living, dying, suicide and afterlife.

- 46 Adrenaline Makes the Heart Grow Fonder**
by Elaine Walster & Ellen Berscheid
A person who is physically aroused—by anger, by fear, by jealousy, by sex or by bliss—is a pushover for romance. Two social psychologists show that the requisites for romantic love are two: physiological arousal and a situation that will allow the person to label his sensations "love."

- 51 All the World Loathes a Loser**
by Melvin J. Lerner
Reports that people are no damn good are widely exaggerated says a psychologist who is troubled by our apparent lack of concern for victims. His studies show that our wish to live in a just society leads us to condemn victims we cannot help, on the ground that they must deserve their fates.

- 55 Psychology Through the Looking Glass**
by B. G. Rosenberg
The scientific approach of the behaviorist necessarily leads to a limited understanding of man because it neglects private realms of experience and forces human beings into a mechanical model. A clinical psychologist calls for new models of man—man becoming, man changing, man growing—that will enable us to study adequacy, love and fulfillment.

| | | |
|----------------|---------------------------|------------------------|
| 4 Input | 14 Tie Line | 30 Authors |
| 6 Books | 28 The Environment | 86 Bibliography |

87 Classified Advertising

Direct all **SUBSCRIPTION CORRESPONDENCE**, orders, changes of address, etc., to *Psychology Today*, P.O. Box 2990, Boulder, Colorado 80302. When changing address, please allow six weeks advance notice, including old address (use address label from latest issue) along with new address. All **EDITORIAL CORRESPONDENCE** should be directed to *Psychology Today*, 1330 Camino del Mar, Del Mar, California 92014.

PSYCHOLOGY TODAY is published monthly by Communications | Research | Machines, Inc., Carmel Valley Road, Del Mar, California 92014. Second-class postage rates paid at Del Mar, California and additional offices. Copyright © 1971 by Communications | Research | Machines, Inc. Advertising Offices: 18 East 53rd Street, New York City 10022, (212) 758-6555; Midwest Advertising Representatives—The Laurence F. Benson Company, 645 North Michigan Avenue, Chicago, Illinois 60611, (312) 787-4477; West Coast Advertising Representatives—Montague Diamond, 4121 Wilshire Boulevard, Suite 314, Los Angeles, California 90005, (213) 385-4421. **RATES:** \$1.00 per copy; \$12.00 per year, \$22.00 for two years, \$30.00 for three years in the United States; add 50¢ per year for Canada and \$2.00 per year elsewhere.

JUNE 1971

ONE DOLLAR

Psychology Today

Who Rules You?
External Control & Internal Control
by Julian B. Rotter

You and
Death

Thievery
As Work
Incentive

Why We
Hate Martyrs

Adrenaline
Makes the
Heart Grow
Fonder



www.art.com
Specialty Fragrances for Special People