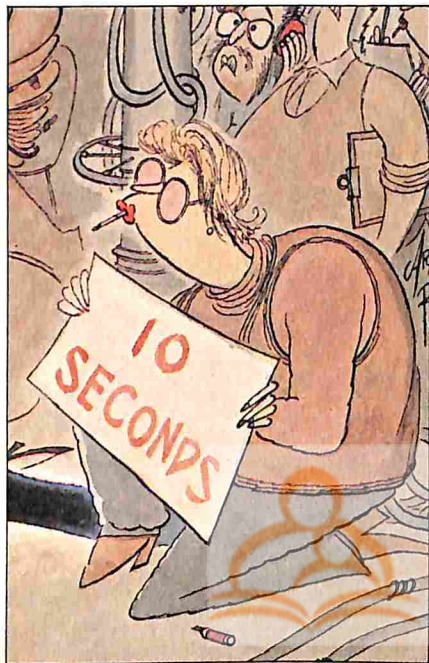


31

## Report: The New Psychomedia

Only last year it was considered unethical. Today psychologists are free to give advice on the telephone to total strangers, with thousands of people listening in. In fact, call-in psychology, crazy or not, is probably the fastest-growing new format in broadcasting, with programs currently on the air in most major cities and would-be media psychologists waiting



in line to audition. Three articles by *PT* editors explore this new phenomenon, which has been called everything from "indirect service" to "the laying on of tongues."

In *Will the Next Problem Sign In, Please!*, Daniel Goleman describes his adventures as a prospective host of a television psychology program currently being developed by the creators of "What's My Line?" and "To Tell the Truth." The truth is, Goleman concludes, media therapy is not likely to be his line.

In *Call-in Therapy: Reach Out and Shrink Someone* (page 39), Berkeley Rice reports on the show-biz packaging techniques of radio's most successful "psych jockeys" and the ethical questions their programs are raising within the psychology profession, while Carin Rubenstein, on page 89, surveys *Who Calls In?*

46

## Religion on Capitol Hill

By Peter L. Benson

Members of Congress who are religious—and most are—have widely differing notions of what their religious beliefs demand of them when it comes time to vote. Understand their essential religious values and you can predict their votes on many issues, according to a pioneering new study. But you need to know how they interpret their religion, not merely how they label it. Many evangelicals, for example, vote against military spending and for civil liberties.

60

## The Think-Drink Effect

By G. Alan Marlatt and Damaris J. Rohsenow

Even drinking tonic can make you more aggressive or sexually aroused—if you *think* you're drinking vodka and if you believe that alcohol inevitably produces certain effects. Conversely, you become less aggressive or aroused if you *don't* know your tonic has been spiked. Here is the first solid evidence that expectations have as much or more to do with some drinking reactions than the chemical properties of alcohol.

70

## Do Babies Sing a Universal Song?

By Howard Gardner

Scholars are investigating how children learn musical skills.

78

## Object Lessons:

### The Symbolic Meaning of Things

By Mihaly Csikszentmihalyi and Eugene Rochberg-Halton

What household possessions people cherish most, and why.

## DEPARTMENTS

6

Letters

16

Newsline

10

## Field Report / The Holiday Blues—A Christmas Fable?

By Rochelle Semmel Albin

Who says this is the sad season?

95

## Psych 81 / Reflections

By Edward Sorel

Mirror, mirror, get it together.

97

## Psychology and the Arts / Misunderstood Monsters

By Stephen Jay Gould

Science-fiction writers seem to give nature more weight than nurture.

105 / 110

## Books

Paul Robinson on sexual identity; Alex Comfort on longevity.

116

## The Brain / Brain Transplants Are Next

By Don Marshall Gash

A breakthrough looms.

**Cover:** Illustration by Bob Grossman

**EXECUTIVE AND EDITORIAL OFFICES:** Psychology Today Magazine, (USPS #905-640), One Park Avenue, New York, N.Y. 10016. Editorial contributions must be accompanied by return postage and will be handled with reasonable care. Publisher assumes no responsibility for return or safety of unsolicited art, photos, or manuscripts. Published monthly, Volume 15, Number 12. Postmaster: Send address changes to Psychology Today, P.O. Box 2990, Boulder, Colo. 80302. Second-class postage paid at New York, N.Y. 10016 and at additional mailing offices. Authorized as second-class mail by the Post Office Dept., Ottawa, Canada, and for payment of postage in cash. One-year subscription rate for U.S. and possessions, \$13.97; Canada, \$16.97. All other countries, one-year subscription rate, \$18.97, cash orders only, payable in U.S. currency. **ADVERTISING OFFICES:** One Park Avenue, New York, N.Y. 10016, (212) 725-3900; 180 North Michigan, Suite 1400, Chicago, Ill. 60601, (312) 346-2600; 2300 West Big Beaver Rd., Troy, Mich. 48064, (313) 649-1950; 3460 Wilshire Blvd., Beverly Hills, Ca. 90010, (213) 387-2100; Miller & Tillman, Inc., Corporate Commons, 4651 Roswell Rd., N.E., Suite 201-C, Atlanta, Ga. 30342, (404) 252-9588. Copyright © 1981 by Ziff-Davis Publishing Company. All rights reserved. Psychology Today and Human Behavior are registered trademarks.



# Psychology today

High Expectations:  
Getting Aroused by  
What You Think  
You're Drinking

God and Man  
in Congress:  
The First Major Study  
of Religious Beliefs  
and Voting Behavior

Do Babies Sing  
a Universal Song?

Object Lessons:  
Things People  
Treasure Most  
in Their Homes



Psychology on the Air—  
e It Comes, Crazy or Not

490684 FLL 0204C092 1418 FEB83  
 CHARLENE V FOLLETT 12  
 204 CECIL ST SE  
 MINNEAPOLIS MN 55414