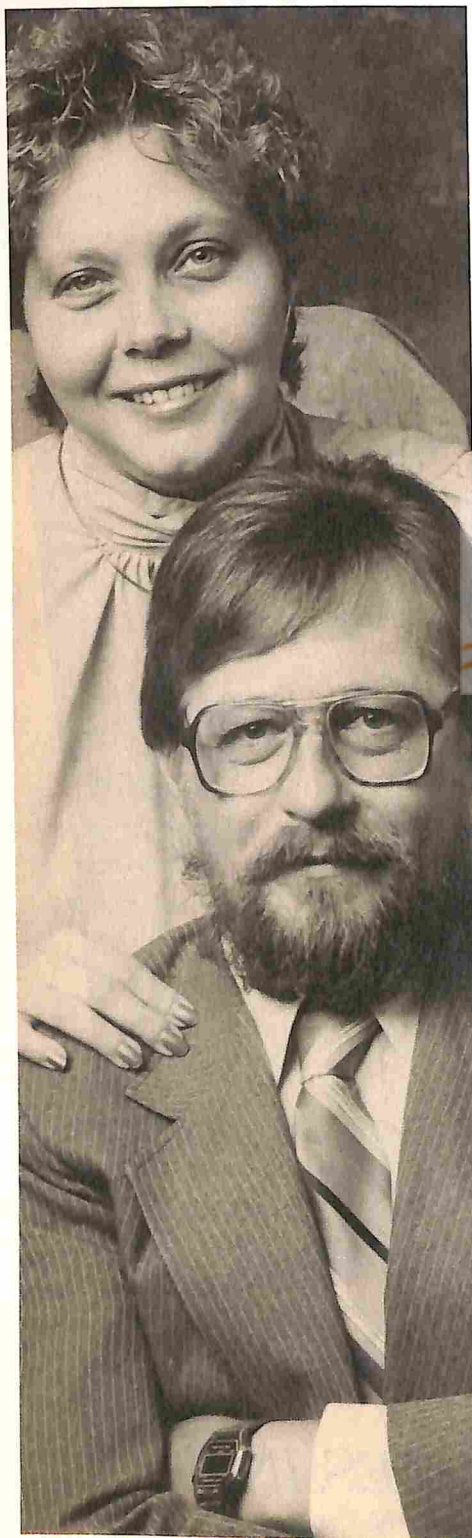


# PSYCHOLOGY TODAY



## 34 BEYOND SELFISHNESS

Caring about others is as natural as caring about ourselves—sometimes. What prompts people to look past Number One? BY ALFIE KOHN

## 39 HELPER'S HIGH

Doing good for others can do a lot of good for you. Better health, more energy and less stress all come with helping out. BY ALLAN LUKS

## 44 NEW COLLARS, BRIGHT COLLARS

Two new breeds of voters, 50 million strong, have altered the face of American politics. BY RALPH WHITEHEAD JR.

## 50 BOOMER BLUES

High incomes and low spirits: Young adults are 10 times more likely to be depressed than their parents or grandparents were. BY MARTIN E.P. SELIGMAN

## 56 FROM OBEDIENCE TO INDEPENDENCE

Parents no longer want to raise dutiful children; instead, they're bringing up rugged individualists. BY ANNE REMLEY

## DEPARTMENTS

### 4 EDITOR'S NOTE

**6 THE FACTS OF LIFE: OCTOBER** Altruism is in, poverty is up, TV is hot and voting is not ■ Reagan's report card ■ Halloween haute couture ■ Anti-drug ads

**12 MINDING YOUR HEALTH** The walking cure: It's good for what ails you ■ Stress and heart attacks ■ More marriage, less cancer ■ Teens and condoms

**15 SPORTING LIFE** Our Olympic coaches are years behind the times.

**22 FAMILY MATTERS** Out of the wasteland, a teen world of shared values.

**27 POLITICS** Macho-mouth rhetoric hits the campaign trail in '88.

**30 ON THE JOB** Poor teamwork in the cockpit can spell disaster.

**62 ON SCREEN TV's** *thirtysomething* is a hit in therapy sessions.

**66 FIRST PERSON** When Mia Adessa wakes up in *The City That Never Sleeps*, she wants to put her head back under the covers.

**68 WE'RE ONLY HUMAN** Can psychology explain our reliance on superstition? Paul Chance has his fingers crossed.

**70 BOOKS** Masson vs. psychotherapy ■ Motherhood on trial

**74 LETTERS** Client records: Save or destroy? ■ Harmful tears, beneficial tears

**80 PROFESSOR P.T. MINDMENDER** Color preference and personality

EXECUTIVE AND EDITORIAL OFFICES: Psychology Today Magazine, (USPS/504-170), 1150 Seventeenth St., N.W., Suite 408, Washington, D.C. 20036. 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 except February and August. Volume 22, Number 10. POSTMASTER: Send address changes to Psychology Today, Second-class postage paid at Washington, D.C. 20036 and at additional mailing offices. Canadian postage paid at Winnipeg, Manitoba. One-year subscription rate for U.S. and possessions, \$15.99; Canada, \$18.99. All other countries, one-year subscription rate \$20.99, cash orders only, payable in U.S. currency. Subscription orders, problems and address changes send to: PSYCHOLOGY TODAY, Customer Service, P.O. Box 2563, Boulder, Colo. 80322.

COVER PHOTOGRAPHY: DAVID SHARPE

◀ PAGE 44

B A

INVIT

To send a gift of Baileys anywhere in the U.S., call

GETTING HIGH FROM HELPING OTHERS

OCTOBER 1988 \$1.95

# PSYCHOLOGY TODAY®

GENERATION OF TOO GREAT EXPECTATIONS . . .

## BOOMER BLUES

2117 OF TV'S WASTELAND . . .

## DUTIFUL TEENAGERS

thirtysomething:  
Top Show Therapy

Beyond Yuppies:  
Bright Collars &  
New Collars

Quick Energy  
Walks

COCKPIT AUTOGRATS . . .

Wild Blue  
Blunders



Go2

08#7F 55414  
204 CECIL ST SE MN  
MINNEAPOLIS

CHARLENE V FOLLETT  
490684 FLL 0204C092 3418 SEP89  
#FLL0204C094#

#221B\*\*CAR-RT-SORT\*\*  
#FL0204C094#



0 70989135282 7