



Abstracts

Behavior Modification in Education: The Seventy-Second Yearbook of the National Society for the Study of Education. Carl E. Thoresen, ed. Chicago, Illinois: The University of Chicago Press, 1973. 474 pp. \$7.00.

The authors of *Behavior Modification in Education* are well qualified to speak on the subject of behavior modification. They represent diverse viewpoints, from that of Miriam Krasner, elementary school teacher, to B. F. Skinner, father of the concept.

The book has four sections: Teaching in the Classroom, Specific Problem Areas, Behavioral Systems, and Problems and Prospects. The first section includes a chapter on the application of behavior modification principles with the families of aggressive boys, in addition to those chapters on traditional classroom situations.

The problem areas in which behavior modification principles are reported are autistic children, the retarded child, and deviant youth. There's a chapter on the token reinforcer system by Arthur Staats in this section and another on the subject by Leonard Krasner and Miriam Krasner in Section Three.

The Problems and Prospects section touches on the philosophical questions of humanism and freedom as they're related to the concept of behavioral modification. The implications of behavior modification impinge on all of society. Therefore, this book is of interest not only to educators, but all people interested in the subject.

Communication is Power. Herbert Brucker. New York, New York: Oxford University Press, 1973. 383 pp. \$9.50.

This book is written as a challenge to tomorrow's journalists. It is a timely book that's forcefully addressed to the confrontation between the media and governmental control.

The author, whose experience covers half a century, expresses great concern over growing corporate control of editorial decisions and takes a strong stand in favor of independent, responsible journalism.

He stresses that the need for a free press will remain even as the electronic and computer revolutions alter our methods of communication, for "Whoever communicates to large numbers of his fellow men and women has power. Journalism must be free not only from government power from but also from money power."

A Guide to Participation: Field Work, Role Playing Cases, and Other Forms. John C. Bollens and Dale Rogers Marshall. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1973. 160 pp. \$6.95 (cloth), \$3.95 (paper).

This book is designed to be a guide for student participation in the social sciences, particularly political science. The authors, viewing the "real world" as a kind of laboratory, present a guideline for selecting research projects, designing them, and carrying them out.

Two types of educational participation are emphasized: field work and role playing. The first part of the book focuses on field work: how to formulate a topic for such a project, design methods for obtaining information, implement these plans, and analyze the data collected. The second half of the text presents five role playing cases, based on actual situations, that illustrate conflicts occurring when citizens participate in social issues.

The Not-So-Helpless Female: How To Change the World Even If You Never Thought You Could: A Step-by-Step Guide to Social Action. Tish Sommers. New York, New York: David McKay Company, Inc., 1973. 240 pp. \$7.95.

The author offers a step-by-step plan for today's woman to put her ideas into action. The book, written with wit and style, details how to affect policy from local neighborhood clubs to the highest levels of power—and how to raise the cash to do it!

The book is spiced with cartoons by Genny Guracar to illustrate the author's points. Organizational tactics and strategies are cited, and concrete case studies are discussed, to show how group objectives may be achieved.

This workbook is to be read and shared by women of all ages who haven't given up—who want to have input into their world, but aren't quite sure how to go about it.

Minority Group Relations. James G. Martin and Clyde W. Franklin. Columbus, Ohio: Charles E. Merrill Publishing Company, 1973. 338 pp. \$8.95.

The authors have presented us with a sound textbook, a systematic, conceptual framework for the mass of data on ethnic problems. It's also a readable and interesting book that has drawn on the knowledge bases of psychology, sociology, social psychology, anthropology, genetics, and history to present a study of intergroup relations in a theoretical and methodological vein.

It's organized around the two concepts of prejudice and discrimination. The authors analyze prejudice and discrimination, predict their social and personality consequences, and evaluate various strategies employed for their alleviation.

. . . other current titles

Career Education: New Approaches to Human Development. Larry J. Bailey and Ronald W. Stadt. Bloomington, Illinois: McKnight Publishing Company, 1973. 430 pp. \$8.95.

Counseling Women. Barbara I. Cooke and Beverly Stone. Boston, Massachusetts: Houghton Mifflin Company, 1973. 114 pp. \$2.00 (paper).

Developing Competencies for Individualizing Instruction. Byron L. DeShaw. Columbus, Ohio: C. E. Merrill Publishing Company, 1973. 125 pp. \$3.95.

Innovations in Education for the Seventies: Selected Readings. Julia E. De Carlo and Constant A. Madon, eds. New York, New York: Behavioral Publications, 1973. 276 pp. \$9.95.

The New Depression in Higher Education—Two Years Later. Earl F. Cheit. Berkeley, California: Carnegie Commission on Higher Education, 1973. 84 pp. \$2.00 (paper).

The Solution of Social Problems: Five Perspectives. Martin S. Weinberg and Earl Rubington, comp. New York, New York: Oxford University Press, 1973. 310 pp. \$3.25.

NOTE: If you want any of the above publications, please send directly to the publisher—not the the *Journal of Extension*.