

an ethnomethodological vocabulary and sentence structure. However, the studious reader will be well rewarded.

References

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Still Pioneers in Health Psychology

Howard S. Friedman and
M. Robin DiMatteo
Health Psychology

Englewood Cliffs, NJ: Prentice-Hall,
1989. 450 pp. ISBN 0-13-384892-2.
\$40.00; \$30.00 (college bookstores)

Review by
Christine Dunkel-Schetter

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When the first edition of this book, titled *Social Psychology and Medicine*, appeared in 1982, it was a pioneering achievement that brought together in one volume an overview of psychological research on health for students of the emerging field of health psychology. Indeed, Friedman and DiMatteo remain at the forefront of the field, as evidenced by this edition, appropriately retitled *Health Psychology*. There are now over half a dozen texts on this topic, and new ones are being developed at a fast pace. Yet, this book retains a unique position in the field in several ways.

First, it covers a handful of topics not included in most health psychology texts. For example, a chapter on the health care professional covers physician training and medical socialization, stress in health care providers, and women in medicine. Other examples include coverage of eating disorders, nonverbal communication between patients and practitioners, health care delivery systems, and differences in health concerns over the life span.

A second distinctive aspect of the book is the frequent use of examples, specific cases, and humor to enliven the material for students. For example, several chapters begin with quotations, dialogues, or brief descriptions of cases. By using current examples and vivid illustration, Friedman and DiMatteo maintain reader

interest and demonstrate the relevance of the material. Boxes appear throughout with titles such as *When Do People Cough? The Will to Die, Pulling the Respirator Plug, Doctors Are People Too, How to Minimize the Risk of Lawsuits, and Sunbathing and Skin Cancer*. It is not the simple facts but rather the focused problems and controversies that make health psychology interesting. Friedman and DiMatteo introduce many of these problems in an engaging way while also supplying ample research to flesh them out.

A third unique feature of the book is its integration of psychological research and theory on health issues with that of other disciplinary perspectives. For example, it integrates medical sociology with health psychology more successfully than virtually any other text. Given that health psychology is at the intersection of many disciplines (i.e., sociology, anthropology, psychiatry, nursing, and public health), this approach is intelligent. The authors recognize that little is gained by keeping health psychology for psychologists only, and much gained by crediting the scholarship of neighbors.

Of course, there are also shortcomings of this text. The book is targeted to multiple audiences including undergraduates; graduate students in psychology, sociology, and the health sciences (i.e.,

medicine, social work, nursing, and public health); and postgraduate health care professionals. However, it is written at the undergraduate level and is likely to be best received by lower-division students of psychology, nonpsychology majors, and professionals who have little background in psychology. Other texts on the market at present are geared more toward graduate audiences in social and behavioral science. The inclusion of anecdotes and boxes in the text, for example, although enriching for most undergraduate readers, may be perceived as distracting and unnecessary by research-savvy graduate audiences. Also, some readers, such as doctoral students in nursing or epidemiology, may find the text too simplistic.

Another shortcoming is the book's unevenness in maintaining objectivity. The chapter on stress is an unbiased and stellar overview of a problematic and unwieldy research area. In contrast, the treatment of Type A behavior appears to take more of an advocacy position than may be warranted at this point in the history of research on this topic. The trade-off in writing or lecturing is often between oversimplifying material in order to offer conclusions and overqualifying it with caveats and unanswered questions. The latter misses the value of the research or, worse yet, obliterates it altogether. In general, this text walks this fine line well, with a few exceptions.

There are several aspects of the book that may be attractive features to instructors of health psychology courses. It has an instructor's manual with useful lecture and demonstration information and test items. These are not usually available with health psychology texts. Also, the chapters are not written to be assigned only in the sequence in which they appear. They can be rearranged in a variety of ways to suit different class plans, and a subset of chapters can be assigned without confusion. Finally, the presentation of methodological issues, such as the discussion of correlation and causality, is very well done. Excellent illustrations are used, such as "People sleep less and less as they get older, but does lack of sleep cause aging?" and "People who take two aspirin and drink a glass of orange juice often gain relief from headaches, but does orange juice cure headaches?" (p. 18). Just a few of the many instances in which the text's clever approach to teaching methodological points, these distinguish it from its competitors.

Overall, this text is a much-needed and

successful revision of its predecessor, the pioneering text in health psychology. It is one of the very best undergraduate texts available. It could also be appropriate for some graduate level courses in social, behavioral, and health sciences, although supplementation with research articles would be essential. Finally,

Health Psychology may be valuable for lower-level behavioral science courses in medical and professional schools that underemphasize psychological theory, research, and research methods. As a strong dose of psychology for these audiences, it is an excellent remedy. ■

The Psychology and the Economics of Economic Behavior

Leonard Green and
John H. Kagel (Eds.)
Advances in Behavioral Economics,
Vol. 2
Norwood, NJ: Ablex, 1990. 325 pp.
ISBN 0-89391-449-5. \$52.50
(institutions); \$32.50 (individuals)

Review by
Baruch Fischhoff

Leonard Green, professor of psychology at Washington University (St. Louis, Missouri), is coauthor, with J. H. Kagel and R. C. Battalio, of the chapter "Ratio Schedules of Reinforcement and Their Relation to Economic Theories of Labor Supply" in M. L. Commons, R. J. Herrnstein, and H. Rachlin (Eds.) Quantitative Analysis of Behavior, Vol. 2: Matching and Maximizing Accounts. ■ John H. Kagel is professor of economics at the University of Pittsburgh (Pennsylvania). ■ Baruch Fischhoff, professor of social and decision sciences and of engineering and public policy at Carnegie Mellon University (Pittsburgh, Pennsylvania), received the American Psychological Association's (APA's) Distinguished Scientific Award for an Early Career Contribution to Psychology and the APA award for Distinguished Contributions to Psychology in the Public Interest.

Green and Kagel have created a spirited contribution to the potentially important interface between economics and psychology. Both disciplines are concerned with how people make choices among uncertain outcomes. Both need to know how people interpret the incentive structures created by complex environments. Both must worry about the effects of social pressure on decision making. Both consider how behavior is shaped by experience.

Furthermore, the two disciplines bring to the study of decision making quite different proficiencies. Economists are typically more accustomed to observing behavior in "real-world" situations demanding monetary payments and to using advanced mathematical techniques to model that behavior. Psychologists have a long tradition of creating tightly controlled experimental settings, in which not only finances may be at stake but also

effort, self-esteem, and social standing. Economists are perhaps more concerned with the product of people's decision making, whereas psychologists focus on its process.

Thus, there seems to be a natural meeting ground for psychologists and economists. Unhappily, Green and Kagel's volume is an inadvertent testament to the two disciplines' failure to exploit this potential. Perhaps the clearest measure of this failure is how few chapters involve representatives of both disciplines. Without such direct collaboration, one loses not only the opportunity to create true joint products but even the impetus to read one another's work. Few of the single-discipline chapters contain more than cursory references to the other discipline; some contain none at all.

One result of this respective insulation is the existence in economics of full-blown experimental paradigms that are

seldom, if ever, subject to review by psychologists. It seems unlikely to me that they could not learn something from us about how to design, conduct, analyze, and interpret experiments. As intelligent and industrious as economists might be, could they have reinvented in a decade the experimental lore that it took psychologists a century to create? Conversely, economists' experience in interpreting the structure of market situations should be able to inform our efforts to generalize the results of our experiments.

In these senses, Kagel and Green's book reflects the world from which it is drawn. By and large, economists and psychologists studying decision making regard one another from afar. Indeed, neither discipline has an incentive structure that particularly encourages its practitioners to act very much like members of the other. As a result, the world is full of potentially productive intellectual battles that are as yet unjoined. For example, psychologists might want to consider whether the economists' experimental procedures pose a challenge to our customary ways of doing business. Conversely, we might have something to say about the cognitive and social aspects of marketplace transactions that need to be captured in the economists' experimental simulations.

Nonetheless, this is a valuable volume. Most chapters are well written and provide excellent access to their respective domains. The few that do attempt integration (e.g., Camerer's fine exploration of the effect of experience in the marketplace on risk [mis]perceptions) are quite provocative. Those that stand in disciplinary isolation still provide good introductions to their respective literatures. Indeed, their insulation makes their theoretical and methodological prejudices particularly salient. As a result, even if the authors of chapters do not stretch themselves as far as one might like, the chapters provide their readers with the raw materials to stretch themselves. ■