

# Social Sciences Notes

## PERCEPTION

### Lemon Juice Tells Introverts

Four drops of lemon juice on the tongue can distinguish an introvert from an extrovert. The introvert salivates more than the extrovert.

The new lemon juice test of personality was described by two English psychiatrists in the June journal *PERCEPTUAL AND MOTOR SKILLS*.

The lemon juice effect has nothing to do with neuroticism, says Drs. H. J. and Sybil Eysenck of the University of London, but it certainly functions well on a pure introversion-extroversion scale, according to tests on 100 people. Normally, body responses and personality traits show much lower correlations, they point out.

The Eysencks suggested the lemon test would make a quick, easy personality measure; however "subjects have to be taught to curl their tongues upward, so that the drops of lemon juice do not roll off; swallowing the juice during the experiment produces interesting effects, but ruins the measurement of personality."

Strange as the test seems, there is a possible neurological explanation. Some evidence indicates that the introvert's cortical activity is such that he would react more strongly to stimulation.

## SOCIOLOGY

### Segregation by Sex

Sexual segregation in employment is more prevalent than racial segregation and no better today than it was in 1900, a Seattle sociologist has found.

Dr. Edward Gross of the University of Washington studied the census records for 1900 through 1960 and calculated the level of sexual separation for each of 300 to 400 occupations.

He concludes that when women invade a male occupation they take it over. The men leave, creating as much segregation as existed before.

A few occupations match the two to one male-female makeup of the labor force: artists and art teachers, editors and reporters, personnel and labor relations workers, clothing store managers, domestic services, foremen in textile and apparel manufacturing and elevator operators.

The professions are as segregated, if not more so, than they were in 1900. Male dominated professions such as medicine actually have proportionately fewer women now. The only integration is occurring in traditionally female professions; men are moving into teaching and nursing.

"Roughly speaking," says Dr. Gross, "men have become more hardnosed" about letting women in while women have become more tolerant of men.

## PSYCHOLOGY

### Airlines Study Nonflyers

The airlines have decided to find out why more people don't fly.

In a year-long study, the Behavior Science Corp. (BASICO) of Los Angeles, financed by eight airlines, will ferret out underlying emotional and economic reasons for nonflying. Supposedly, two-thirds of the U.S. population has never been in an airplane.

BASICO psychologists plan to find out who the anti-airplane people are, why they won't fly, what relationship, if any, personality has to nonflying, what ef-

fect costs have on flying, and how much fear of flying exists.

The airlines—Air Canada, Allegheny, American, Continental, Eastern, National, Trans World and United—would also like to know how to counteract that fear.

## CENSUS

### Catching the Homeless

The Bureau of the Census is planning to count the U.S. population largely by mail in 1970, and needs to know how to catch the several million people—usually poor or homeless urban dwellers—missed each decade.

Consequently, the Bureau and the Post Office together conducted a trial run in downtown Philadelphia last week. Census forms were sent to 7,000 addresses in a crowded section of the city.

Information gathered should give the Bureau some clues on how to get people to respond, catch the homeless, count those usually away from home, and overcome possible language differences.

## SOCIOLOGY

### Cigarettes Lose Status

Nonsmoking shows signs of becoming a status symbol, a New York sociologist concludes.

Dr. Saxon Graham, professor at the State University of New York in Buffalo, reports that the nonsmoker appears to be more characteristic of the upper classes than of other groups. Persons in these classes also display more success at quitting the habit.

Dr. Graham studied almost 1,000 men from Buffalo and Kenmore, N.Y. The professional and managerial occupations include more nonsmokers and successful quitters than lower occupational groups; educational level follows the same pattern.

Dr. Graham hopes that smoking may go the way of other habits that have lost status.

He also says the private physician has great influence on his patient's smoking habits. A large proportion of the people who quit did so at their doctor's suggestion.

## COMMUNITY HEALTH

### Unwilling Doctors

A survey of medical interns has raised a grim prospect for new community health centers. If they run, they may well have to run without doctors.

Most interns and residents interviewed have no intention of entering community practice, much less in poor areas of cities. The majority expect to enter academic medicine where they can engage in research and "the more sophisticated forms of medical diagnosis and treatment," report sociologists Julius A. Roth, John Kosa, Joel J. Alpert and Dorothy J. Douglas.

The study was conducted in only one medical center, but the sociologists noted among the young doctors a "particularly extreme form" of the trend away from community practice and into educational or research institutions.

All of the interns knew that medical care of the poor is limited or non-existent; most favored government programs and clinics in poverty areas; but almost none saw himself as personally involved.

The sociologists suggest that the medical profession develop a special career by which the doctor can maintain prestige connections with a medical school and also administer a community center.