

Don't let fear smother a generation of potential scientists!

Open the door to a scientifically-educated society — by recognizing the causes and cures of "science anxiety!"

Now this ground-breaking volume thoroughly analyzes the widespread fear of science and offers successful methods to overcome it. Proven tips show you how to replace intimidation by technical subject matter with a desire for the kind of "discovery" that only science can offer.

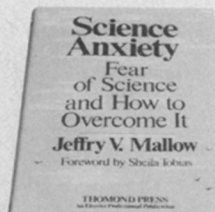
Find out how you can dispel the image of the stereotypical scientist — that highly intelligent but socially dull human being — as well as the stereotype that television keeps alive in the guise of the "mad scientist."

You'll become familiar with the personal and political causes (and consequences) of science anxiety ... how people are "taught" to fear science ... how a lack of science education acts as a job filter ... how and why science is artificially separated from the humanities ... and sexism in scientific fields.

Equip yourself to correct misguided ideas! *Science Anxiety* assesses the most common pre-conceived notions — including beliefs that science stifles creativity and freedom — and examines the field as it really is.

Jeffrey Mallow, who introduced the highly successful Science Anxiety Clinic at Loyola University, gives an enlightening account of the work done at this nationally renowned center. He also provides you with practical advice on how to set up similar clinics of your own.

As technology continues to infiltrate every aspect of our lives, it becomes more crucial than ever to strive for a public that can accurately assess claims of technology ... make intelligent political decisions based on scientific information ... and help professional scientists by insulating them from too much societal and government interference. Now you can take the first step toward making this happen!



SCIENCE ANXIETY
Fear of Science
and How to Overcome It
By Jeffrey V. Mallow

VAN NOSTRAND REINHOLD-Mail Order Service
7625 Empire Drive -Florence, Kentucky 41042

Please send me *Science Anxiety: Fear of Science and How to Overcome It* for 15 days free examination. At the end of that time I will remit \$12.95 plus postage, handling and local sales tax. Otherwise, I will return the book and pay nothing, owe nothing.

Name _____
Address _____
City _____ State _____ Zip _____

Offer subject to credit department approval. Price subject to change.
88018-9 S4178

BOOKS

BOOKS is an editorial service for readers' information. To order any book listed or any U.S. book in print please remit retail price, plus \$1.00 handling charge for each book, to **Book Order Service**, Science News, 1719 N Street, N.W., Washington, D. C. 20036. All books sent postpaid. Domestic orders only.

ASTHMA: The Facts — Donald J. Lane. Discusses for asthma sufferers and their families the causes of asthma attacks, the symptoms and treatment. Includes a chapter based on personal experience by Anthony Storr. Originally published in hardback in 1979. Oxford U Pr, 1981, 163 p., illus., paper, \$5.95.

A DICTIONARY OF TERMS AND TECHNIQUES IN ARCHAEOLOGY — Sara Champion. Introduces to nonprofessional archaeologists the terms and techniques used in modern archaeology. Facts on File, 1981, 144 p., illus., \$15.95.

EPILEPSY: The Facts — Anthony Hopkins. Describes for patients and their families the causes of epilepsy, the different type of seizures in adults and children, the management of the seizure and the treatment of epilepsy. Oxford U Pr, 1981, 158 p., illus., \$11.95.

FROM IMAGES TO SURFACES: A Computational Study of the Human Early Visual System — William Eric Leifur Grimson. One of the functions of the human visual system is to reconstruct a three-dimensional representation of the world from its two-dimensional projection onto our eyes. The study described here constitutes a computational theory of this process: creating representations of surface shape from their images. MIT Pr, 1981, 274 p., illus., \$25.

THE HANDBOOK OF ARTIFICIAL INTELLIGENCE, Vol. 1 — Avron Barr and Edward A. Feigenbaum, Eds. Artificial intelligence is the part of computer science concerned with designing systems that exhibit the characteristics we associate with intelligence in human behavior, such as understanding language, learning, reasoning, solving problems. The handbook is an encyclopedia of the major developments of the field's first 25 years — programs, programming techniques and the computational concepts used to describe them. This book is the first of three volumes of the handbook. W. Kaufmann, 1981, 409 p., \$30.

KIDNEY DISEASE: The Facts — Stewart Cameron. Describes for the general reader the variety of kidney disease, both mild and potentially fatal, such as cystitis, kidney stones and renal failure. The way the kidneys work in health and disease is explained. Oxford U Pr, 1981, 232 p., illus., \$16.95.

LIVING TO BE 100: 1200 Who Did and How They Did It — Osborn Segerberg, Jr. Examines the lifestyles and attitudes of 1,200 American centenarians to find the common patterns that led to their longevity. Based on interviews by the Social Security Administration from 1963 to 1972 as well as the author's own interviews with centenarians. Provides fascinating insights into the centenarians' self-perceptions. Presents evidence that the proper handling of stress is closely related to longevity. Scribner, 1982, 406 p., illus., \$19.95.

SCIENCE AND THE PARANORMAL: Probing the Existence of the Supernatural — George O. Abell and Barry Singer, Eds. The term paranormal is applied to anomalous data that supposedly transcend the limits of existing science and are due to unknown and hidden causes. The contributors to this volume, scientists and science writers, are qualified to deal with the controversial claims made about the paranormal. The authors have tried to explain the mainstream scientific viewpoint on each paranormal topic thoroughly and simply. They

look at each topic through the "lens of science" and invite the general reader to share "that microscope" with them, to follow the details of their reasoning. Scribner, 1981, 414 p., illus., \$17.95.

SCIENCE FICTION PUZZLE TALES — Martin Gardner, foreword by Isaac Asimov. The puzzles are woven into short science fiction stories by the master of mathematical games. Good puzzles are usually jumping-off points for serious mathematics. You'd be surprised, says Gardner in the preface, how much math you can learn by exploring some of the implications and ramifications of what may seem at first no more than a trivial brainteaser. These puzzles originally appeared in *Isaac Asimov's Science Fiction Magazine*. Potter (Crown), 1981, 148 p., illus., \$7.95, paper, \$4.95.

SCIENCE OBSERVED: Essays Out of My Mind — Jeremy Bernstein. Most of the essays in this collection are attempts to explain some of the things that have struck the author in recent years as best exemplifying the many aspects of scientific creativity. Basic, 1982, 376 p., \$16.95.

THE SEX CONTRACT: The Evolution of Human Behavior — Helen E. Fisher. Anthropologists do not know how human sexual and social behavior evolved. All we have are clues, says the introduction, from our closest relatives — monkeys and apes — and from studying ourselves, human beings around the world today and our remains from yesteryear. This book gives a view of the important roles played by all — women, men and children — in the course of human evolution. Morrow, 1982, 253 p., illus., \$13.50.

WILD ANIMALS OF THE WORLD — Maggie O'Hanlon and Doreen Edmond. Introduces the reader, by both picture and description, to a selection of the many and varied mammals of the world, considered in relation to their natural habitats. Blandford Pr (Sterling), 1982, 168 p., color illus., \$10.39, paper, \$6.95.

MARCH 20, 1982

207