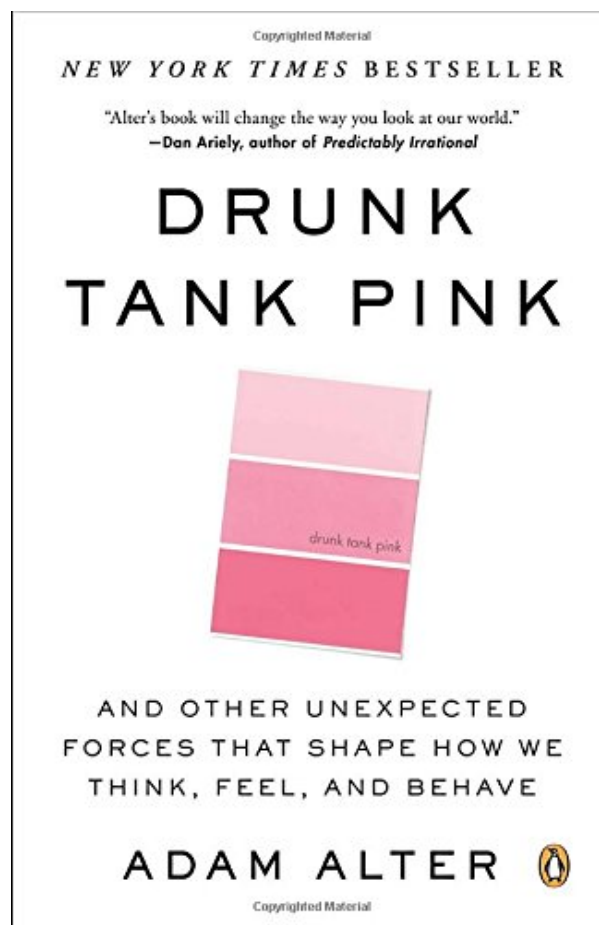


DRUNK TANK PINK: AND OTHER UNEXPECTED FORCES THAT SHAPE HOW WE THINK, FEEL, AND BEHAVE BY ADAM ALTER



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From Booklist

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A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day

Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as *Drunk Tank Pink* illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which outside forces influence us—such as color’s influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. *Drunk Tank Pink* proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

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- 272 pages

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Most helpful customer reviews

51 of 51 people found the following review helpful.

I was disappointed

By Huck DeVenzio

I like to learn about why we behave as we do, especially when the influences are unexpected. After seeing a positive review in a respected magazine and testimonials from people whose writings I admire, I eagerly ordered *Drunk Tank Pink*.

But I was disappointed. To me it is a string of interesting research results presented as unquestioned explanations. While there is thorough footnoting, the author offers little discussion of conflicting research, alternative possibilities, or cause vs. correlation. It's anecdotalism with a scientific underpinning. I would have liked more details or less certainty, including something to substantiate the research that provided the book's title. Surely there must be another side to the research suggesting that the presence of a yin-yang symbol on a questionnaire led white American students to adopt "thought patterns more typical among Chinese people" when predicting the weather. And the attribution of "subliminal priming" to differences in attitudes seems a throw-back to discredited marketing tales.

I liked the studies described, but would have appreciated a more skeptical or more complete presentation of them.

57 of 61 people found the following review helpful.

"When a person is given a name, his gods accept it."

By Amelia Gremelspacher

According to this book, that may be case, but not so much for people. Alter presents research revealing that names will prompt assumptions of wealth, intelligence, age, and race. Even having a name difficult to spell may evoke more negative affect. These data are only one aspect of this book which explores the effect of color, race, status cues, symbols, and even locations and warmth on human behavior.

This book does not stop with anecdotal or statistical evidence. The author cites experiments, many ingenious, to test the theories of influence. Some studies are classic such as the one in which a teacher declared eye color to best and found social changes in the children. The children with the preferred eye color started acting superior and in fact performed better on tests. Then switching the announcement of preferred eye color switched behavior to its opposite. Other experiments are more obscure such as the finding that champion chess players will play a riskier game against very attractive, female experts than they would play against similarly matched men.

Whether familiar or esoteric, the research in this book are fascinating and well assembled as well as compelling. The prose is clear and entertaining. This is a book for learning more about the human condition. I believe the information in this book can be useful, and the reading is a pleasure. And if you are planning to have a room with potentially violent people in it, paint it Drunk Tank Pink, a "non-drug anesthetic."

37 of 40 people found the following review helpful.

Insights and ideas that will make you question the very world around you

By Kyle Hugall

This book is absolutely packed with incredible insights and ideas relating to the way certain forces that surround us affect the way we think and behave. The examples put forward are truly awe-inspiring and surprising, resulting in a hugely entertaining and thought-provoking read.

Through a lens of robust scientific research, Alter explores a fascinating array of topics and stories from across the globe. Whether his subject is a nasal spray that claims to enhance human relationships, or the flow of time as interpreted by an Australian Pormpuraaw Aborigine, or even the pain-anesthetizing properties of money, Alter delivers his findings in a compelling and engaging way.

The clarity of Alter's writing, the sharpness of his insights and the sheer kaleidoscopic breadth of the stories he explores makes for a gripping read that will change the way you think about the world around you and its effect on your life.

Funny, weird, surprising, provocative, shocking and downright disturbing, Drunk Tank Pink is a must-read for anyone who has even the faintest interest in the riddles of life and what decoding them could mean for the future of humanity.

See all 99 customer reviews...

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