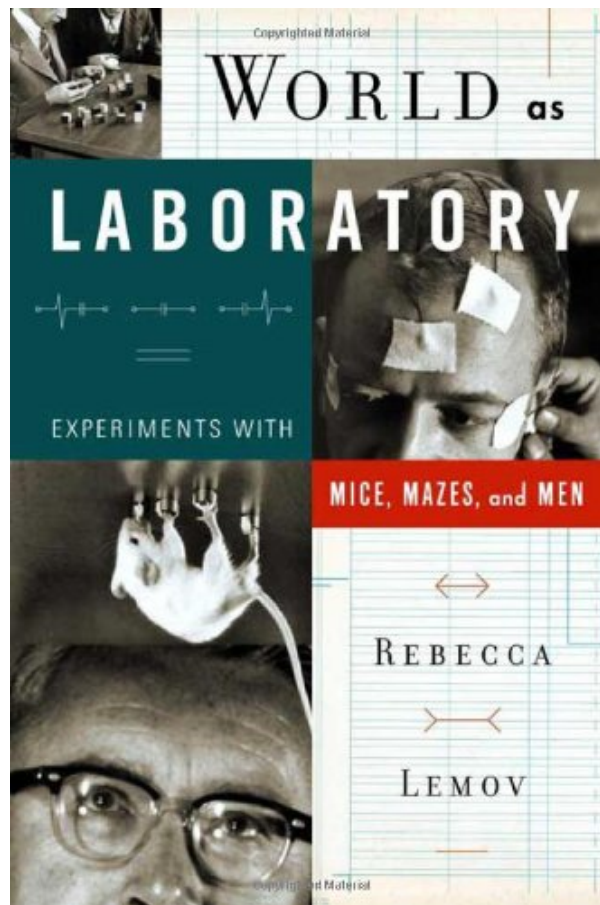
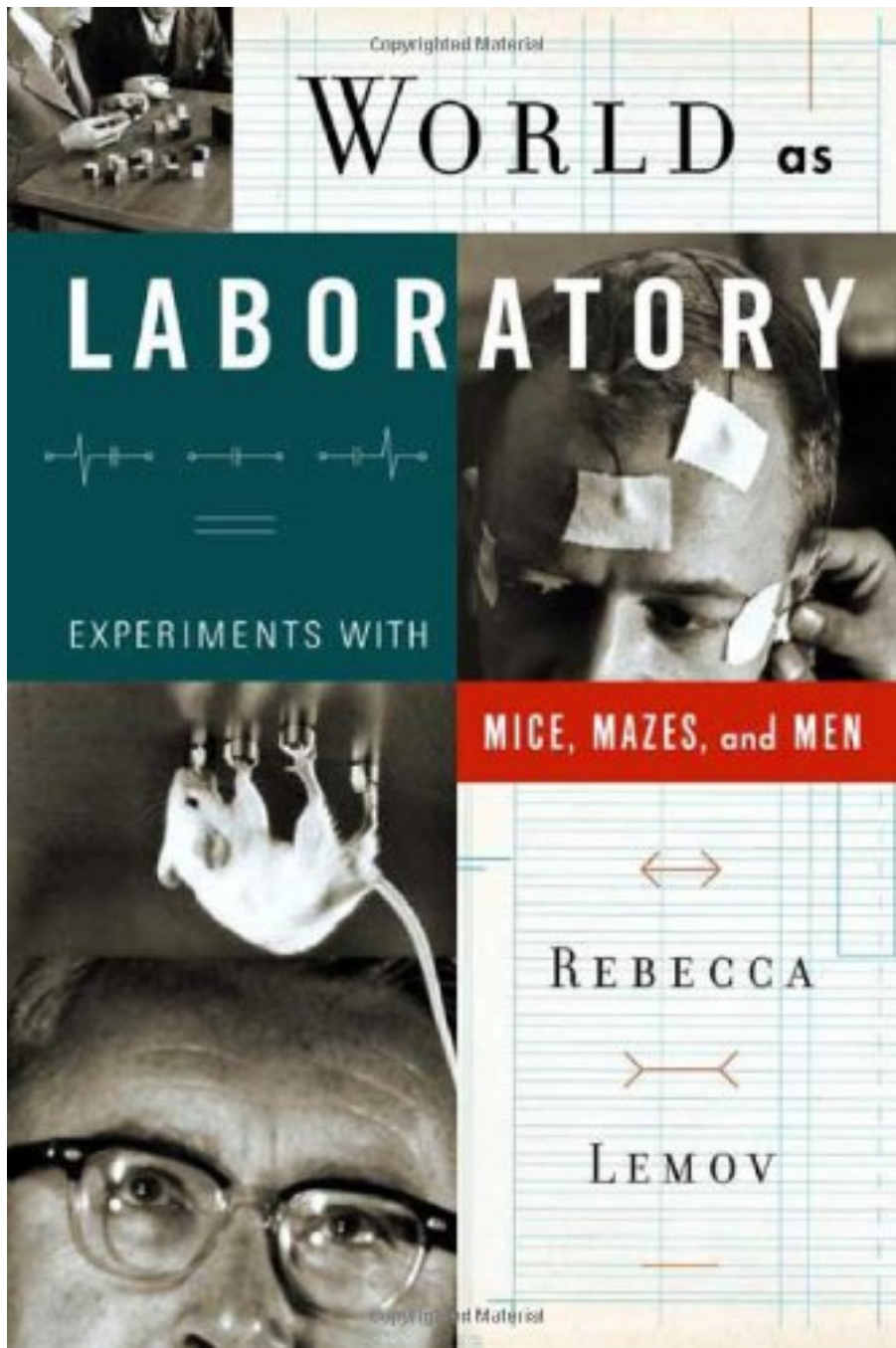


WORLD AS LABORATORY: EXPERIMENTS WITH MICE, MAZES, AND MEN BY REBECCA LEMOV



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From Publishers Weekly

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World As Laboratory: Experiments With Mice, Mazes, And Men By Rebecca Lemov. In undergoing this life, lots of people always attempt to do and get the most effective. New expertise, experience, session, and also everything that could enhance the life will certainly be done. Nonetheless, lots of people sometimes really feel perplexed to obtain those things. Really feeling the minimal of encounter and resources to be much better is one of the does not have to own. Nonetheless, there is a quite straightforward thing that could be done. This is what your teacher always manoeuvres you to do this. Yeah, reading is the solution. Checking out an e-book as this World As Laboratory: Experiments With Mice, Mazes, And Men By Rebecca Lemov and other references could enhance your life top quality. How can it be?

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Deeply researched, *World as Laboratory* tells a secret history that's not really a secret. The fruits of human engineering are all around us: advertising, polls, focus groups, the ubiquitous habit of "spin" practiced by marketers and politicians. What Rebecca Lemov cleverly traces for the first time is how the absurd, the practical, and the dangerous experiments of the human engineers of the first half of the twentieth century left their laboratories to become our day-to-day reality.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Word as a laboratory

By Gregory Papadoyiannis

Very interesting book and very frightening also. In fact it seems like sci-fi but it's pure and simple reality. Things that hapeened and we must now about them. Otherwise we have to accept the consequences

1 of 3 people found the following review helpful.

Book more about history of modern behavoirism than experimentation on humans

By Yoda

This book is much more about the history of modern behaviorism from the late 1800s through the early 1970s than the psychological experimentation on human beings. This is a big dissapointment considering that it is marketed as the opposite. Approximately 180 pages of the book's 245 pages are on the history of modern behaviorism with only the remainder on the human experimentation, a topic that the book covers in a very superficial manner. For those interested in a study of modern behaviorism this may be fine but for those looking for a study of human psychological experimentation not.

9 of 10 people found the following review helpful.

5 stars for the subject matter - but only 3 for the content

By D. Hodgson

Considering the incendiary nature of the topic (social control, brainwashing, forcible interrogations, chemical coercion) the euphemistic title of this book says much about how the content is treated. Mice, mazes and men - sounds harmless, no outrage there. Yet the history of how American behaviorists extrapolating from the techniques of B.F. Skinner (who oddly receives little mention) & Joseph Mengele (whose failed sleep-coma experiments were copied in the CIA's MK-ULTRA program) receives no mention at all.

Reading along through all the chapters, the actual "what can I take with me" information is very light, although the lengthy descriptions of many of the behaviorists' personal histories are more than sufficient. For all the talk about rat maze experiments and their importance, few are actually discussed in detail and fewer still are the facts actually learned from these.

In Part Three, "Files: Out Of The Laboratory" much is made of how -large- the files on human cultures collected at Yale were, and how -exhaustively- they were cataloged - but few examples are given of the data itself, who the data-gatherers were, and what protocols these data gatherers followed in their world travels, if anything.

And what practical techniques, exactly, did the modern beneficiaries of all this Cold-War experimenting (public relations, advertising, pollsters, marketing, government, the State Department) get out all of this? Entire books have been written on the techniques of persuasion used by each of these groups yet in "World As Laboratory" the reader walks away with very little in terms of concrete, practical modern-day examples.

The "thriller" part of the book, of course is Chapter 10's "The Impossible Experiment" documenting the CIA's brainwashing and drug experiments which rank among the most putrid of shames ever perpetrated upon American citizens by their own government. Yet, while related subjects such as Stanley Milgram's experiments are given great coverage, the equally important (and horrifying) Stanford Prison experiments are glossed over in just a couple paragraphs.

If you're wondering how Rebecca wraps this all up in her Conclusions, one need only refer to title of the book again - ultimately, the author is sympathetic, and even slightly admiring, of the scientific amorality portrayed in the book. And although she tries to reassure the reader that attempts to create a Manchurian Candidate were unreliable and inconsistent at best, one can't help but feel that Rebecca is (mildly) rooting for the wrong team.

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