

# Psychological Hypnosis

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## On the Place of Hypnosis in the APA Publication Structure

*Invited Main Paper With Commentary*

John F. Kihlstrom  
University of Arizona

Where should hypnosis research be published? In the specialty journals, to be sure: the *International Journal of Clinical and Experimental Hypnosis* and the *American Journal of Clinical Hypnosis*, the *Australian Journal of Clinical and Experimental Hypnosis*, and *Contemporary Hypnosis* (formerly, the *British Journal of Experimental and Clinical Hypnosis*). But where else? It is worth considering this question in detail, as the *Journal of Abnormal Psychology* publishes Volume 101 this year.

Since its founding in 1906, the *Journal of Abnormal Psychology* has long stood as the outlet of first choice for research on hypnosis. Its founding editor (and erstwhile owner), Morton Prince, encouraged the publication of hypnosis research in its pages (Murray, 1956). His founding masthead statement bears repeating:

The field of investigation includes, for instance, such subjects as hysteria, hallucinations, delusions, amnesia, abulias, aphasias, fixed ideas, obsessions, deliria, perversions, emotions and their influence, exaltations, depressions, habit neuroses and psychoses, phenomena of hypnosis, sleep, dreams, automatism, alterations of personality, multiple personality, dissociation of consciousness, subconscious phenomena, relation of the mind to physiological processes, neurasthenic and psychasthenic states.

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### 1992 Convention Preview

The Division 30 program for the 1992 Convention is shaping up quite nicely. In keeping with the centennial theme, we have allocated a number of hours for a special Centennial Celebration program. Eugene E. Levitt, appointed by past president Michael Nash, is the Centennial Program Chair, and has been working with the regular division Program Chairs. Gene has done a marvelous job as Centennial Program Chair in arranging special invited addresses and symposia that chart the past, present and

future of clinical and experimental hypnosis. We have also had some excellent submissions for the regular program, and the social hour with its surprise host promises to be a real "blast from the past".

We hope that members of Division 30 will make a special point of attending the 1992 APA Convention in Washington, D.C., both for the hypnosis program and the many Centennial events planned for APA as a whole.

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*Psychological Hypnosis*  
A BULLETIN OF APA DIVISION 30

James R. Council, Editor  
Edward J. Frischholz, Michael R. Nash,  
and Steven J. Lynn  
Associate Editors

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### *President's Message*

In the last issue of *Psychological Hypnosis*, fresh from the APA Annual convention, I addressed some of the long-term needs of the Division and our plans for change. The Executive committee of the Division will be meeting for three days (March 13-15) in Washington at the new APA building to begin the process of evaluating who we are, where we want to go in the future, and how we "fit" into the larger picture of the APA as a whole.

We will be meeting with APA staff from the Office of Divisional Affairs, Office of Continuing Education, and three of the four Directorates (Science, Practice and Public Interest) on Friday. For the remainder of the weekend we will continue our meetings at the new APA Building to work on some of the many issues that confront us. Some of these include:

- 1.) Assessing our unique role in relation to both Science and Practice Divisions -- should we build stronger connections?
- 2.) Do we need to alter our Convention Program in ways that are more immediately relevant to practitioner members?
- 3.) Do we want to become involved in: *a.)* Continuing education and training beyond the Convention; *b.)* The process of setting minimum training standards? *c.)* Credentialing; *d.)* Public Interest initiatives (e.g., Child Abuse).
- 4.) Does the Division need to play a stronger role in psychology with the probable implications of: *a.)* Increased internal communication; *b.)* Increased involvement with the Directorates and the Central Office; *c.)* Increased focus on membership recruitment; *d.)* Dues increases to support increased activity,

productivity, and publications.

5.) How can we implement our ideas to expand the focus of the Newsletter; and, is it desirable?

If you have ideas or concerns related to these or other issues, please write to me. I will report the outcome of the Executive Committee meeting in our next newsletter.

I'd like to offer some special thanks at this time. First, to Jim Council who has done a splendid job with *Psychological Hypnosis*. Second, to Irv Kirsch who has toiled endless hours to produce and coordinate the Convention Program with assistance from Ed Frischholz and Gene Levitt, the Centennial liaison. Third, to Judith Rhue's tremendous efforts as secretary which included all the data entry and statistical analysis of the Needs Assessment. Finally, to Mike Nash who has produced a superb draft for a Division 30 brochure.

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### *Editorial*

As promised in the last issue, we are proceeding to upgrade the Division 30 newsletter to a more "journal-like" format. This should be evident in two excellent original contributions, John Kihlstrom's thoughtful essay on the place of hypnosis in APA publications, and Steven Lynn's entertaining review of *Changing Expectations*, by Irving Kirsch. In line with our aspirations to make this publication less of a "throwaway" and more of a "keeper", we will begin numbering volumes and issues beginning with this issue. Thus, published contributions can be referenced like other journal articles. (We thank Steven Lynn for this suggestion.)

Now that we have some momentum, let's keep it up! In addition to essays and book reviews, we hope in the future to publish abstracts and brief reports, information on current activities at major research and clinical facilities, a clinical problems section, and other substantive material that should make *Psychological Hypnosis* more interesting and useful to Division 30 members. However, we are depending on our membership to make this happen -- please send your contributions to the address listed along with publication information on page 2.

Of course, *Psychological Hypnosis* will continue to function as a newsletter as well, providing announcements, minutes, news of members, and other timely information. To

this end, we will include whenever possible a 'fill-in-the-blank' form letter on the inside back cover in order to facilitate communications. If nothing else, send in your perplexing hypnosis questions to *Dr. Mingo!*

This newsletter is produced through desktop publishing, so it is most convenient if the lengthier contributions arrive in ASCII text files via BITNET or floppy disks. Please send "raw" text files -- no fancy fonts, character control, etc.

*James R. Council*

### *Convention Preview (cont'd)*

Below, we present a synopsis of the Centennial Program, and highlights from the regular program. Although the particular times and places for sessions have not yet been determined, the entire Division 30 program will be published in the summer issue of this newsletter.

**Centennial Program** (Eugene E. Levitt, Chair):

**Invited Addresses:** Ernest R. Hilgard -- *The History of Hypnosis in the United States*. (Chair: Helen J. Crawford). William P. Morgan -- *The Interface Between Hypnosis and Sports Psychology*. (Chair: Steven R. Heyman).

**Symposium:** *The Future of Hypnosis as Seen by Division 30 Past Presidents*. Erika Fromm (1972-1973), Theodore R. Sarbin (1977-1978), Frederick J. Evans (1978-1979), Eugene E. Levitt (1980- 1981, and Chair).

**Regular Program** (Program Committee: Irving Kirsch, Edward J. Frischholz, James R. Council):

**State of the Art Address:** John F. Kihlstrom, *Hypnosis Research: Sesquicentennial Reflections on the State of the Science*.

**State of the Art Symposium:** *Integrating Hypnosis in Treatment*, featuring Elgan L. Baker on Psychodynamic Hypnotherapy, Irving Kirsch on Cognitive-Behavioral Hypnotherapy, and Jefferey K. Zeig on Ericksonian Hypnotherapy.

**Clinical Case Conference:** *The Case of the Unremitting Hair Puller*. This case will be printed in the July issue of *Psychological Hypnosis* and will be discussed at the convention by Perry London, Arnold A. Lazarus, Judith W. Rhue, Elgan, L. Baker, Irving Kirsch, and Jeffery K. Zeig.

**Presidential Address:** Richard P. Horevitz, *Hypnosis*

*and Multiple Personality Disorders: Connections and Controversies*.

**Consciousness and Dissociation: Symposium Honoring Ernest R. Hilgard**, with Gordon H. Bower, John F. Kihlstrom, Helen J. Crawford, Henry L. Bennett, Jean-Roch Laurence, Robert Nadon, and Campbell Perry.

**Scientist-Practitioner Symposium: Clinical Implications of Hypnosis Research**, with presentations on the treatment of obesity, pain management, retrieval of childhood memories, and dissociative disorders, will be presented as part of the *Scientist-Practitioner* mini-convention.

**Other Symposia:** The Dangers (?) of Hypnosis; Social Psychological Aspects of Hypnosis; Hypnotherapy with Children and Adolescents; Ericksonian Hypnotherapy; Hypnotizability as a Risk Factor; Dissociative Alterations of Consciousness and Trauma; Child Abuse and Dissociation.

Finally, don't miss this year's very special social hour with its surprise host!

### **On the Place of Hypnosis (cont'd)**

Those who succeeded Morton Prince as editor -- Floyd Allport, Henry Moore, Gordon Allport, J.McV. Hunt, M. Brewster Smith, and Daniel Katz -- followed this design, although the scope of the Journal has expanded and contracted over the years. In 1921, it was renamed the *Journal of Abnormal Psychology and Social Psychology*, largely reflecting Floyd Allport's conviction that social and abnormal psychology were closely allied (in 1925, it became the *Journal of Abnormal and Social Psychology*). In 1965, social psychology and personality had developed to such a point that these fields deserved their own APA journal, the *Journal of Personality and Social Psychology*.

In recognition of this altered state of affairs, Hunt and his Associate Editor, William Thetford, published the following editorial statement in the first issue of the reconstituted *Journal of Abnormal Psychology*:

The Journal of Abnormal Psychology will give priority to articles on problems related to abnormal behavior, broadly defined. The journal's interests thus include the following: (a) psychopathology -- its development or acquisition, its treatment or remission, and its symptomatology or course; (b) normal processes in abnormal individuals; (c) pathological or atypical features of the behavior of normal

individuals; (d) experimental studies, with human or animal subjects, relating to emotional or behavioral pathology; (e) social or group effects on adjustment or pathological processes; (f) tests of hypotheses from psychoanalytic or other psychological theory.

Hunt and Thetford noted that the list was neither exhaustive nor prioritized. Nevertheless, it is worth noting that hypnosis appears nowhere in this list, except perhaps by implication. Still, any scan of the literature from the 1960s onward will show that under a succession of editors -- Howard Hunt, Donald Peterson, Leonard Eron, Alex Buchwald, Don Fowles, and now Susan Mineka -- hypnosis research found a comfortable home in the pages of the *Journal*, almost to the exclusion of the other *APA* journals.

In succeeding years, as Buchwald (1981) has noted, the boundaries between personality and social psychology, psychopathology, and clinical psychology became fuzzy and permeable enough that ambiguities about the proper publication outlet occurred with some frequency. In 1974, the editors of the *Journal of Abnormal Psychology*, *Journal of Consulting and Clinical Psychology*, *Journal of Counseling Psychology*, and *Journal of Personality and Social Psychology* reached agreement on the jurisdiction of each issue. The general idea was that *JAP* would no longer consider articles on either the development of normal personality in normal individuals (which would be referred to *JPSP*) or diagnosis and treatment (which would be referred to *JCP*, *JCCP*, and their successors). This particular division of the domain of personality, social, and clinical psychology has implications for the publication of hypnosis research.

There was a time when *JAP* was almost the only outlet for hypnosis research. With rare exceptions, other high-quality journals, such as the *Journal of Experimental Psychology* and the *Journal of Comparative and Physiological Psychology* (and their offshoots and successors) looked askance at the field -- and, it must be said, vice-versa. In my view, this historical situation had two consequences.

First, confinement of scholarly interest to one journal made hypnosis research difficult to publish. No single general-interest outlet has room for all the high-quality research that is submitted to it; and of course, every general-interest outlet has other constituencies besides hypnosis, each clamoring for their allotment of space. (It was partly to meet the need for additional publication outlets that the specialty journals, such as the *International Journal of Clinical and Experimental Hypnosis* and the *American Journal of Clinical Hypnosis*, were established. Another reason was the hope that interested investigators and practitioners from a wide variety of fields (e.g., psychology, psychiatry, medicine, dentistry, clinical social work) would

meet each other on common ground -- a point to which I shall return.)

The practice of publishing in *JAP* tended to define all hypnosis research as belonging to the domain of the "abnormal", even though large amounts of research on individual differences and social influence processes in hypnosis appeared in its pages. This distorted the appearance of the field, given that most hypnosis researchers, regardless of our theoretical predilections, consider hypnosis to be continuous with normal psychological processes. And, in my view, it led to a state of "ghettoization" and self-segregation: most journals didn't have to deal with hypnosis on their own turf, or indeed at all, because authors routinely submitted their work to *JAP*.

Recently, however, the other *APA* journals have opened up somewhat. Hypnosis research now appears with some frequency in *JPSP*, at least; occasionally it appears in *JEP* and similar outlets. This development has had two salutary consequences for our field. First, it has reflected, and hastened, what Jack Hilgard has called the "domestication" of hypnosis. Hypnosis is now seen as something that might interest readers outside the broad domain of "abnormal" psychology. Second, it has effectively increased the number of publication outlets open to hypnosis research. To put it another way, it has spread the wealth.

In my first term as Associate Editor of *JAP* (1986-1988), working under Don Fowles, I decided to aid and abet the process of domestication and normalization by deliberately routing hypnosis research to a wide variety of publication outlets. To this end, I began by enforcing, more strictly than had been done in the past, the jurisdictional divisions established in 1974: research on individual differences in hypnotizability, construed as a dimension of normal personality -- their assessment, modification, and correlates -- would be referred to *JPSP* and other personality journals, unless the paper explicitly involved differences in hypnotizability among diagnostic groups. Studies on the use of hypnosis in the diagnosis and treatment of mental illness would be referred to *JCCP* and other clinical journals, unless the paper made explicit reference to underlying mechanisms. These are not always easy decisions to make, but the process was facilitated by the fact that research on hypnotizability had already begun to appear with some frequency in *JPSP: Personality Processes and Individual Differences*. I simply referred similar papers over there. Papers reporting the use of hypnosis as a treatment modality were rerouted to *JCCP*.

Since I resumed the position as Associate Editor in 1991 (under the current Editor, Susan Mineka), I have sought to pursue this informal editorial policy somewhat more consistently, and to expand it tentatively. For

example, I intend to refer to at least some studies of social influence processes in hypnosis to *JPSP: Attitudes and Social Cognition* and *JPSP: Interpersonal Relations and Group Processes*; again, my task will be made easier by the fact that some such studies have already appeared there. *JPSP* is now a friendly environment for hypnosis research, and hypnosis researchers should treat it as such. Papers reporting new techniques for the assessment of hypnotizability, or analyzing the structure of current instruments, will be referred to the new journal, *Psychological Assessment: A Journal of Consulting and Clinical Psychology*. Studies of animal hypnosis will be referred to the *Journal of Comparative Psychology*.

The general thrust of my policy has been to accept for consideration papers that clearly fall within the domain of the "abnormal", as originally defined by Morton Prince. Thus, studies of the differences in hypnotizability between diagnostic subgroups will be eagerly received, especially when they speak to the nature of underlying pathological processes. Experiments designed to investigate the mechanisms underlying specific hypnotic phenomena -- age regression, amnesia, analgesia and anesthesia, positive and negative hallucinations, posthypnotic suggestion, and the like -- will be welcome, regardless of whether they emphasize cognitive or interpersonal processes. The reason is that there are phenotypic parallels between these phenomena of hypnosis and the classic symptoms of "hysteria"; these parallels were the source of Prince's own interest in hypnosis. At the same time, because changes in perception and memory lie at the core of hypnosis, nobody would be more pleased than I to see more research of these phenomena being submitted to *JEP: Human Perception and Performance* and *JEP: Learning, Memory, and Cognition*.

Hypnosis researchers should consider the prospects for future evolution along these lines; I would hope that they would direct their publication efforts accordingly. For example, the controversy over forensic hypnosis has led to an increase in research on hypnotic hypermnesia and paramnesia. Of course, hypermnesia is a phenomenon of normal memory, and a great deal of research on this topic, by Erdelyi and others, has appeared in *JEP: LM&C*; why shouldn't research on hypnotic hypermnesia appear there as well? Paramnesia is an abnormality of memory; but studies by Loftus and others of the post-event misinformation effect appear regularly in the various JEPs; why shouldn't hypnosis research which involves essentially the same paradigm do the same? What is essentially "abnormal" about studies of event-related potentials in hypnosis; put another way, why should these studies not be submitted to the *Journal of Neuroscience*?

These are questions: the answers are a matter for debate; they call for judgments, and they are occasions for honest mistakes. Yet it seems to me that some sort of evolutionary process must take place, if hypnosis is to take its proper place within psychology. It is equally important for hypnosis researchers to attempt a wide variety of publication outlets, as it is for editors to confront hypnosis research on a regular basis. Only in this way will our field become domesticated and normalized.

I fully recognize that *JAP* has a certain historical commitment to the field of hypnosis: a commitment that has been reaffirmed, in deed if not in word, by every editor of the Journal since Prince himself. I also recognize that *JAP* has a stature as the most prestigious outlet for hypnosis research. And I recognize the possibility that a larger proportion of *JAP* readers are interested in hypnosis than those of any other APA journal. At the same time, it is important to recognize that the field has changed greatly since 1906. All APA journals have roughly the same rejection rates. And if the investigator wants to reach the greatest number of hypnosis researchers, then he or she should publish everything in *IJCEH* and *AJCH*.

Change is always anxiety-evoking. For the present, those who are concerned about hypnosis in *JAP* are asked to bear three things in mind. (1) The current policy is only a more deliberate and consistent application of policies that have been in place since 1974. To be sure, certain logical extensions of the 1974 policy are conceivable, but none of them have been put into action. (2) Even this policy has been applied only gradually and tentatively. For example, while I have expressed my concerns to investigators of hypnotic hypermnesia and paramnesia, as they have submitted papers for consideration at *JAP*, I have not begun to act on them. (3) Most important, papers that have been declined on jurisdictional grounds are rejected without prejudice. The authors involved are always free to appeal; and those whose work has been rejected by other APA journals are always free to submit their work for consideration or reconsideration by *JAP*.

In the long run, I believe that the kind of policy outlined above will benefit our field in several ways. It will increase the number of publication outlets in which hypnosis research regularly appears. It will increase the number of researchers who will regularly encounter hypnosis in their routine journal reading. It will force hypnosis researchers to think more clearly about how their research connects with the rest of the field. and it will force our colleagues outside the field to think more seriously about how hypnosis related to their interests. I thank Division 30 for the opportunity to discuss this issue publicly, and I invite comments and questions from my colleagues.

### References

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- Murray, H.A. (1956). Morton Prince: Sketch of his life and work. *Journal of Abnormal and Social Psychology, 52*, 291-295.

### Author Notes

This article was written at the invitation of Richard Horevitz, President of Division 30, and James R. Council, Editor of *Psychological Hypnosis*. I thank Helen Joan Crawford, Irving Kirsch, Susan Mineka, and Robert Nadon for their thoughtful comments. Address correspondence to: John F. Kihlstrom, Amnesia & Cognition Unit, Department of Psychology, University of Arizona, Tucson, Arizona 85721. Email: KIHLMSTRM@ARIZRVAX or KIHLMSTRM@CCIT.ARIZONA.EDU.

### Comments

*Note:* This exchange was prompted by an issue that came up in the preconvention meeting of Division 30 officers in 1991. The effects of a change in *JAP* editorial policy on hypnosis research had become apparent, and a number of researchers were concerned. As a result, the president of our division, Rick Horevitz, wrote to John Kihlstrom, Associate Editor of *JAP*, describing the concerns. Kihlstrom's original response took the form of a long letter that offered considerable insight into a policy shift that had seemed arbitrary to some researchers. Kihlstrom was kind enough to permit its publication, and revised the letter to its present form. Kihlstrom also allowed a copy of the original letter to circulate to a group of prominent hypnosis researchers for comments. Unfortunately, space does not permit printing the entire comments. They have been edited only to eliminate redundancy, with no intent to alter content. We invite further commentary, which will be published in the Summer, 1992 issue.

### Excerpts from Responses to Kihlstrom

The editorial policies that you have outlined seem to me to be the best possible response to the historic "ghettoization" of hypnosis research. However, the "self-segregation" that you also describe requires far more than the best efforts you alone can put forward in dispersing manuscripts to other journals.

It is heartening to find hypnosis articles with increasing frequency in *JCCP*, *JPSP*, and the *Psychological Review*, as well as an occasional piece in *JEP*, and even in *Science* and the *American Psychologist*! While I am not an expert in the social ecology of the "hypnosis movement", it

seems to me that these changes represent the persistent efforts of individual researchers rather than systematic, group efforts of those involved in hypnosis research to reach a broader scientific audience.

Self-segregation is useful when it provides a "home" and a safe haven for those working in closely allied areas. This is especially true when a field is either young or "beleaguered", but few would doubt that no matter the level of establishment, each field prospers with a combination of specialty organizations and journals, "favored" status in broader journals and representation in major journals and organizations or the discipline. Self-segregation is a problem when it serves to bolster fears of acceptance in the wider discipline or fears of the field's loss of integrity.

Division 30 could play a role in a group effort among academic researchers to develop a coordinated plan of "de-ghettoization". A Committee on Scientific Affairs could be established to facilitate the sort of publishing agenda you describe; increase communication between laboratories and, if desirable, facilitate coordination of a research agenda. We will discuss this possibility at the midwinter executive committee meeting. It goes without saying that a similar sort of committee could be developed in relation to practitioner concerns, but that is not immediately relevant to the issue at hand.

Again, let me thank you for the thoughtful response you provided to my letter and more importantly for the exemplary leadership you are providing the field both in your editorial capacities and the broad scope of your research and theoretical work.

*Richard P. Horevitz*

I am in favor of encouraging other APA journals to publish more articles on hypnosis and I hope that my colleagues will seriously consider such outlets for their work. If necessary, I believe that Division 30 should lobby any journal editor who rejects a submission on the grounds that a particular journal does not publish hypnosis research. The time has come to clearly recognize that hypnosis research in the areas of clinical psychology, abnormal psychology, personality and social psychology, and memory has equal status with other paradigms in these fields. I believe the new editorial policy of *JAP* will help elevate the recognition that research in the field of hypnosis currently gets and will make more psychologists aware of the broad range of topics that are related to hypnosis.

*Edward J. Frischholz*

Dr. Kihlstrom argues with his customary cogency against *JAP's* traditional policy of leaving open a fairly wide gate to submissions on hypnosis. These have ranged from the classical field of abnormal psychology (i.e., differential

hypnotizability among different diagnostic groups and the induction of abnormal mental states with hypnosis) to studies of hypnotic effects on memory and psychophysiology and normal differences in cognition and personality related to hypnotizability.

On the one hand I respect his argument that hypnosis research can be trivialized by confining it to a relatively narrow readership. Indeed my own publication strategy has been to place hypnosis research in journals with the broadest possible readership. At the same time, given the special baggage that hypnosis researchers inevitably carry with them, there remains a problem in achieving acceptance of hypnosis research in mainstream journals. As Jack Hilgard posed the problem: "he who eats cookies in bed is bound to sleep with crumbs." My hope is that should Dr. Kihlstrom's policy be put into effect, the other journals to which articles are sent will be comparably open minded. It would be helpful to have some assurance from the editors of the recipient journals that they indeed have an open mind about hypnosis research. As an analogy, the problem with the deinstitutionalization of the mentally ill was not that there was something wrong with them for having been in state hospitals, rather that the communities to which they were sent had no place or use for them.

Dr. Kihlstrom has himself done much to increase the mainstream acceptance of hypnosis research, and there is still an important role for journals that attract a readership because of important specialized interests. The *Journal of Abnormal Psychology* remains an important resource for the dissemination of excellent research in this field.

*David Spiegel*

*JAP* has traditionally been the source of the very best and most broadly appealing hypnosis research articles. It is only natural that any attempt to narrow *JAP's* mandate regarding hypnosis submissions will be met with some scepticism and concern. I had much the same reaction when I first heard John's arguments in 1986. Those early discussions with John are particularly salient to me because his first step in implementing the new policy concerned research in individual differences - my bread-and-butter. Consequently, two of my papers which were submitted around that time (one of them co-authored with John) have appeared in *JPSP* rather than in *JAP*. Reactions to the papers have convinced me that *JPSP* was the optimal forum. I was able to reach the specific audience that I was addressing and, equally important, I have had reactions concerning the papers from researchers outside the narrow confines of the hypnosis community. I believe that the work would have received less attention had it been published in *JAP*.

*Robert Nadon*

## Book Review: *Changing Expectations*

Kirsch, I. (1990). *Changing Expectations: A Key to Effective Psychotherapy*. Pacific Grove, CA: Brooks/Cole.

Are you one of those people who is uncontrollably ticklish? Do you hate to be tickled, the slave to a roving hand? If you are ticklish, Kirsch's book suggests there is hope for you. In the humorous preface to his otherwise scholarly book, Kirsch maintains that if you come to believe, that is, *truly* believe, that you will be ticklish no more, then chances are you will succeed in controlling your nonvolitional response to tickling. Kirsch informs us that his faith in the self-fulfilling power of expectancies derived in part from mastering his own raucous response to being tickled, and from overcoming his aversion to spicy guacamole tacos by convincing himself that he could savor them. Yet it is obvious that his conviction in the healing power of expectancy also came by way of years of theory-building and careful research on the role of expectancies in moderating a wide range of behaviors and emotions.

This book is about the power of belief and expectancy in shaping human experience, for good or ill. It is also about hypnosis, placebos, and psychotherapy. It is a treatise that presents and ably defends Kirsch's response-expectancy theory, an important extension of social learning theory that elevates the construct "expectancy" to the high ground of psychological theory that Kirsch believes it deserves. Kirsch is most concerned with a particular type of expectancy--response expectancies--which he defines as expectancies about nonvolitional responses. Response expectancies have a self-fulfilling nature, characterized, for example, by vicious cycles of self-defeating behaviors and cognitions when negative responses (e.g., anxiety, depression, insomnia) are anticipated, or by positive cycles of coping and mastery behaviors when positive responses are anticipated. Thus, response expectancies are thought to play an integral role in the etiology, maintenance, and treatment of a wide variety of psychological disorders.

To build his case for response expectancy theory, Kirsch draws from a large base of research conducted by himself and his colleagues and other workers in the field. In the process, Kirsch dismantles views that are often taken as axiomatic, such as the idea that exposure is a crucial ingredient in phobia treatments, that an altered state of consciousness is a cause of hypnotic phenomena, and that the nature of the hypnotic induction makes a great deal of difference in terms of how subjects respond to suggestions. One can only be impressed by Kirsch's ability to tie together disparate threads of evidence, from vastly different fields of inquiry, to make a coherent argument for the potent effects of expectancies.

In certain respects, this is a challenging book. A great deal of findings are presented, statistics and tables are used to illustrate points, and complex and thought provoking issues are discussed from multiple points of view. Yet Kirsch's crisp, lively, and engaging writing style, render the material understandable and interesting, as the reader follows his straightforward arguments to well reasoned and logical conclusions.

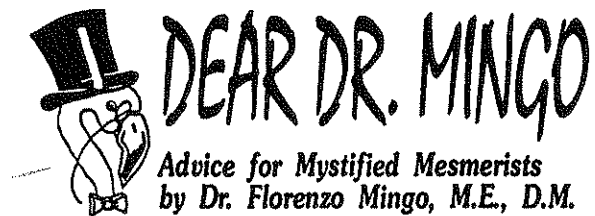
This book is also very well organized. Following a clear and concise introduction to concepts of social learning and response expectancy theory, Kirsch presents cogent literature reviews of placebo effects and cognitive mechanisms in psychotherapy and psychological disorders. There are also chapters on how therapists' modify expectancy and hypnotherapy that draw out the implications of response expectancy theory for the practicing clinician. In fact, one of the most appealing features of this book is the close tie between empirical research and clinical technique which, taken together, illustrate the importance of expectancy and "common factors" in psychological interventions. A closing chapter on how expectancy produces change is interesting and appropriately tentative, given the state of knowledge of factors that moderate change.

In all, more than a quarter of this book is devoted to hypnosis. Kirsch's theory is rapidly becoming an influential sociocognitive model of hypnosis. The attention it has received is deserved, in that it is parsimonious and has already garnered a substantial amount of empirical support for its premises. In providing an excellent summary of response expectancy theory and supporting data, this book constitutes an important contribution to the field of hypnosis.

Response expectancy theory does not claim that expectancy is the only important variable in hypnosis or psychological disorders. And like any good theory with heuristic value, it stimulates as many questions as it answers. For instance, I have questions about the degree to which expectancy is a direct cause of imagination in hypnosis; whether subjects' expectancy ratings are the end result of their attributions about their behaviors and cognitive processes during hypnosis rather than the cause of them; whether certain aspects of hypnosis, such rapport with the hypnotist, are independent of subjects' response expectancies; and I wonder to what extent affect and cognitive processes can be meaningfully distinguished. Nevertheless, Kirsch cannot be faulted for straying far from the data at hand, and his theory is not presented as all-encompassing or as the final word on any topic. In fact, Kirsch closes his book with a humble statement regarding the importance of addressing the many questions that are suggested but not yet resolved by response expectancy theory.

In conclusion, this book represents a significant contribution to the field of hypnosis and psychotherapy. It not only advances our theoretical understanding of expectancies as an important, if not prepotent factor in hypnosis, psychological disorders, and psychotherapy, but it also illustrates how expectancies can be exploited to advantage by therapists of diverse theoretical persuasion. I can safely predict that this book will stimulate critical discussion, research, and theory for years to come. I recommend it to the ticklish and not so ticklish alike.

*Steven J. Lynn*  
*Ohio University*



*Dear Dr. Mingo,*

Can male sexual impotence be cured with hypnosis?

*Down in Denver*

*Dear Down,*

I'm sorry to say that although hypnosis has been known to perform miracles, it won't raise the dead.

*Dr. Mingo*

*Dear Dr. Mingo,*

I am a health psychologist working in a pain clinic. A colleague of mine informed me that 99% of all pain cases could be relieved by something called the rapid analgesia induction. Where can I get this? How is such a thing possible and such a well kept secret. Do you think there is some sort of conspiracy to keep hypnosis out of the pain clinic?

*Pained in Portland*

*Dear Pained,*

Unfortunately, a major pharmaceutical company was so alarmed by this development that it bought the secret formula and destroyed it. Now it is lost forever, as its creator was not allowed to keep a copy for himself.

*Dr. Mingo*