

The Academic Author

For Creators of Academic Intellectual Property

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TAA completes move to USF at St. Petersburg

Story by Tom Bayles

With the same energy and enthusiasm that founded TAA, a move across the country that has bolstered the organization's prestige and, with several new staff positions, set the stage to dramatically increase membership.

"We are very excited about the move to the University of South Florida at St. Petersburg,"

said Gerald Stone, TAA president. "Being associated with the university should enhance TAA's image and provide it with a firm base from which to grow."

After nearly a year of changes, TAA's mission stays the same. The organization is renewed, rejuvenated, and ready to further complete its mission to protect the interests of academic authors.

Operating from an office which overlooks

the campus pool, a historic small airport and Tampa Bay, TAA officers have dedicated resources to hiring three new staffers to run the organization (see accompanying story).

TAA's St. Petersburg home is resident on a satellite campus of USF, a large state university with a student population of about

Please see ST. PETE
Page 13

Welcome to the new TAA staffers

Story By Toby Martini

There are now three new staffers running the recently relocated TAA office in St. Petersburg, Fla. They are a dedicated and professional trio that say they're ready to help boost the organization to new heights.

The three University of South Florida students are all professionals who have returned to college for various reasons.

Natalie Nichols, director of member services and a Florida native, returned to USF-St. Petersburg to pursue a master's degree in journalism.

Nichols received her bachelor's degree telecommunication from the University of Florida in 1988, graduating with honors.

"This is a very exciting organization that has great potential to grow," she said. "I will be focusing my energies in the area of membership to bring about growth."

Nichols, 28, is a mother of two and will be getting married later this year.

Please see STAFFERS
Page 18

RUSHDIE COUNT

2,554

April 1 marks the 2,554th day that author Salmon Rushdie is living under threat of death.

AUTHOR PROFILE: PHILIP ZIMBARDO

Improving the human condition

Story by Kim Pawlak

After more than 120 publications, reports and research papers and more than 20 textbooks, psychology professor Philip Zimbardo says he still has so much to write that he would have to retire from teaching to get it all done.

"I work very hard - lots of hours. I'm basically a hedonist trapped in a future-orientated mind set," Zimbardo said. "I'm always in conflict between working too hard and playing too hard."

In psychology, Zimbardo said, publishing a text or tradebook is almost a negative to colleagues because it takes away from teaching and research publications and is considered "commercial."

Obviously, Zimbardo isn't worried about negative attention. His 14th edition of *Psychology and Life*, the 13th edition of which recently won TAA's McGuffey award for excellence, is due out next month.

Zimbardo took over updating *Psychology and Life* from Floyd Rusch, who wrote the first seven editions, in 1981. For the next edition he began the process of handing the bunch over to Richard Gerrig from the State University of New York at Stonybrook.

Zimbardo said he particularly liked "changing the orientation of the book to fit the times and I wanted to do with the book."

When he updated the book in 1971, he added a fifth psychological "goal": To use psychology to improve the human condition.

This goal, he said, showed how an author's



When Zimbardo took over Rush's *Psychology and Life*, he added a new goal for psychology: to improve the human condition.

values can influence teaching.

"It helped to influence psychologists' concerns for applying their knowledge," he said. "The changes I made in the eighth edition had a greater focus on social relationships, humanistic issues and thinking processes than any other current text."

One McGuffey judge said of Zimbardo's text: "This was the very first 'student-oriented' introductory psychology text. It has set the standard for such an approach for over five decades. It is clearly the single most influential book in the history of teaching of

Please see ZIMBARDO
Page 18

ZIMBARDO, from page 1

introductory psychology."

Zimbardo has won more than 24 awards including seven outstanding teaching awards, the most recent in spring 1995. "Teaching was a natural career. I always wanted to be a teacher," said Zimbardo, now 62.

"I've always been interested in ideas, getting them and giving them away," Zimbardo said. "Writing is never easy. It's hard, isolating work, but I'm writing about what I teach so I'm always up-to-date about current research and communicating it to students."

"I don't look ahead to the finished product," he said. "What is most motivating are short-term things like 'how can I explain this in an interesting way?'"

Zimbardo graduated with honors from Brooklyn College in 1954 and received his master's from Yale in 1955 and his doctorate in 1959. He began teaching at Yale in 1958 and in 1961 moved to New York University.

He is currently professor psychology at Stanford University, where he has been for the last 27 years.

He is a member of 18 professional associations, has served on 20 consultations and boards, has addressed more than 100 universities throughout the world, and has appeared on more than 20 talk shows including the *Phil Donahue Show*, *Good Morning America* and *ABC's 20/20*.

"I enjoy telling the average person what's interesting about psychology," he said.

He has published four research articles in the journal of *Science*, the most prestigious journal in the field, and six articles in *Psychology Today*.

"It's rare to have been published that many times in such a prestigious journal," Zimbardo said. "Yet it's also rare to be able to popularize psychology while also writing for

colleagues."

Zimbardo's most popular textbooks are *Psychology of Life*, *Psychology of Attitude Change* and *Social Influence and The Cognitive Control of Motivation*.

His best selling tradebook, *Shyness, What it is What to Do About It*, is in its sixth printing in 10 translations.

He has also written a video teaching series called "Discovering Psychology," which is 26 half-hour programs that have aired on public television. The programs offer full introductory psychology credit for viewing the film, reading a textbook and taking a standardized test. More than 60,000 people have received course credit in the past five years.

Zimbardo narrated the series himself, something most writers don't do.

"The design of the whole series and program was mine," Zimbardo said. "The series was my video course in psychology. It was just natural to narrate it myself."

He is best known for his work on the "psychology of evil," ways in which good people can be seduced into doing something evil, as well as his shyness studies.

Zimbardo is currently working as a consultant on an upcoming HBO movie about his 1971 prison experiment in which he tried to demonstrate what happens when you put good people in a bad place.

"By putting good, normal people in either positions of power as guards, or making them powerless, as prisoners, we found that some situations can overwhelm the best of us," Zimbardo said.

His work on shyness in adults, the first of its kind, began right after the prison study.

"Shyness is a kind of self-imposed prison,"

said Zimbardo. "No one had ever studied shyness in adults before."

A 1975 article on shyness got a big reader response, so big that Addison-Wesley, a major publishing house, told him to hurry up and write a book about it.

And hurry he did. He wrote *Shyness: What It Is, What To Do About It*, in one week.

He and developmental editor Ann Dillworth from Addison-Wesley took adjacent rooms in the Stanford Holiday Inn.

Zimbardo said he hypnotized himself so he could focus without distraction, and wrote eight to 10 hours in a row in long hand.

Dillworth would come in at the end of the day to edit copy his secretary had typed.

"I would write until my hand got numb, go to sleep, and get up and do it again the next day," Zimbardo said.

He said he did a chapter a day that way.

Shyness has sold more than 400,000 copies.

"I'm sure I could never do it again, but it was nice to do it once in my youth."

He hasn't written a book that way since, but he has written many other things, something he said is never easy, but he still enjoys the process.

"You get into the flow, you get into the language. It's rewarding when a good metaphor emerges or you discover a new connection," he said.

Zimbardo sees writing a textbook as a major accomplishment and always throws a party after finishing a project.

"When I finished the first edition of *Psychology and Life*, I gave a big party and invited everybody," he said.

"Finishing a book should be a celebration and it shouldn't be taken for granted."

STAFFERS, from page 1

TAA Executive Director Ron Pynn says she possesses the "the skills required to promote and advance the organization."

Pamela Turner, director of operations and programs, is already knee-deep in the day-to-day workings of TAA.

"I hope to be able to decipher Norma's files and get the organization fully operational by the June convention," Turner said. "Following in her footsteps has not been an easy thing to do."

Turner, 52, is earning her bachelor's degree in elementary education and has two grown children.

Pynn said Turner brings years of administrative service experience to the group. "Her talents and works far outstripped the titles that she had been given in the past," he said. "Her experience will be a valuable asset."

Tom Bayles, Academic Author editor, is a staff writer for the *St. Petersburg Times* who returned to USF for a master's degree in journalism. He will graduate in August.

Bayles, 30, was editor of a large chain of weekly newspapers before returning to USF.

"The Academic Author is already a fine publication. John (Vivian) has done a wonderful job with it," Bayles said. "I hope to fine tune and tweak what is already one of the best-looking newsletters I've seen."

Pynn said he is "quite excited" about TAA's new team of media professionals, and that



Nichols



Turner



Bayles

Bayles brings a "great deal of flexibility and resourcefulness" to the team.

Kim Pawlak, a freelance writer based in Fountain City, Wisc., will continue writing author profiles and other stories for the *Academic Author*.