stance, "response set" might not have been more of a problem than he acknowledges. Methodological questions become even more troublesome when one moves out of the mainstream of Western and "Northern" culture. Finally, one could ask how well the findings in Brazil represent those that would be found in other parts of Latin America, or for that matter, Africa or the Middle East.

These comments notwithstanding, the book is a tribute to Rosen's research on the sociocultural aspects of achievement. Social planners in both advanced and developing areas should pay attention to his findings.

Eskimo Capitalists: Oil, Politics, and Alcohol.

Reviewer: GARY L. ALBRECHT, University of Illinois at Chicago

This book is more important for the timely questions it raises than for its subject matter. My review attends first to the book itself, then to the larger issues raised by the research methods. The book portrays the excitement and trauma of engaging in action-oriented research from an academic base. The authors, sociologist Samuel Klausner and physician–anthropologist Edward Foulks, faculty of the University of Pennsylvania and members of the Center for Research on The Acts of Man, were engaged by INTERSECT, INC., to study the use and consequences of alcohol consumption in North Village, a pseudonym for an Inupiat Eskimo community affected by the Alaskan North Slope oil and gas developments.

INTERSECT, INC., had been founded by local Departments of Public Safety and Health, the Arco Company and the State of Alaska to conduct a "Study of Future Options for the Preventive Detention Program" designed to deal with Eskimo problem drinking in North Village. Klausner and Foulks negotiated to "conduct research on the alcohol problem, detention and on the nature of social change in North Village." INTERSECT agreed to establish an organization that would "translate this report and its recommendations into action."

The authors based their book on direct observation, the study of official records, literature reviews, an intensive sample survey of 88 (of approximately 1,854) villagers aged 15 and over, and detailed comments by critics. Their investigation was a case study without a control group, measuring the effects of change after an intervention, so there were many threats to the validity of their conclusions. In the interviews, the researchers used a combination of such standardized instruments as the Michigan Alcoholism Screening test, projective tests like the Draw-A-Person-Test, and open-ended questions. One of the disappointments of the book is that people are almost never allowed to speak for themselves.

On one level, the book describes and analyzes the impact of rapid social change introduced by the discovery of petroleum reserves on an isolated village that went from a hunting and gathering society to a Western-style industrialized community in less than a decade. Enormous sums of money entered the local economy as transfer payments from the oil companies to local governments and individual households. This income was completely dissociated from the traditional system of production. The transfer payments neither required work for pay
nor reinforced the traditional subsistence-hunting economy. As government and industrial funds poured into community development, spartan one-room dwellings gave way to tract-type housing with central heat, indoor plumbing, and satellite television. Dramatic increases in income led to equally dramatic increases in consumption, including the consumption of alcoholic beverages. The result was a radical change, from a social structure with no fixed stratification system beyond kinship groups, to a highly stratified industrial community with an extensive division of labor and bureaucracy.

The authors argue that social and economic expansion, entry into the consumer market, and abuse of alcohol all are aspects of the same process, and document the association of modernization with increases in alcohol use. Per capita alcohol consumption (six gallons of pure alcohol per resident per year) appears to be more than double that of the United States as a whole. Official records of the program for detention of the publicly intoxicated indicate that on any given day 4 to 11 percent of the entire village is drunk. In the sample survey 72 percent of the adult population reported alcohol-related problems. Heavy drinking brought about sharp increases in fighting, homicides, wife abuse, accidents, family strife, and reduced job performance. Those at the bottom and the top of the revised social structure were most vulnerable to drinking problems.

The detention program for those publicly intoxicated is effective in reducing violent acts and preventing frostbite and death through exposure, but social factors dictate who among those apprehended is detained. Active church members, members of the elite, and those known to be good workers are more likely to be released without detention than members of the general population. Klausner and Foulks conclude their analysis with three recommendations for the community: (1) maintaining and improving the program of protective custody; (2) controlling the availability of alcohol in the community; and (3) creating new social norms governing drinking behavior.

On a deeper level, the book is about the politics of evaluation research. Poor communication about the research task resulted in controversy. The research points to the dangers of academics' confusing summative and formative evaluation, which implies action results with consequences, with summative research, which does not. Technical experts, in addition, disputed the adequacy of the study's data, its sample, its study design, and the measurement of its variables, thus calling into question the validity of its results. The Eskimos found their integrity impugned by the study, and they responded by crying "racism." Other critics attacked the theoretical explanation of problem drinking among the Eskimos. The authors make a plausible argument for their case, but it is far from complete or wholly convincing.

*Eskimo Capitalists* illustrates important issues beyond the study it reports, and it raises questions of research ethics. What obligations do investigators owe their subjects? Furthermore (as the recent reevaluation of Margaret Mead’s fieldwork reminds us), there are always questions about a study’s replicability. Would different investigators reach similar conclusions? What about the temptations that social scientists have to modify their results to please an audience or protect a studied group? Finally, research has a public character. When a study is published, it is open for evaluation. When the *New York Times* or the federal government...
focuses its spotlight on a policy-oriented report, theory, methods, results, and interpretations are open to debate. Yet, assessing the impact of social interventions is so important that the efforts are worthwhile.

The Employment Revolution: Young American Women of the 1970s.
Edited by Frank L. Mott. MIT Press, 1982. 234 pp. $25.00.

Reviewer: LYNN SMITH-LOVIN, University of South Carolina

This book is a collection of six papers by Frank Mott and his associates. All the papers use data from the National Longitudinal Survey of Work Experience of Young Women, a nationally representative sample of women 14 to 24 years old when first interviewed in 1968, who were reinterviewed regularly through 1978. The papers focus on their work plans and experiences and how these are related to other aspects of their lives.

The book is useful for anyone interested in women and work; it is essential for researchers planning to analyze the NLS data. The chapters illustrate many of the unique analytic strategies available for use with this magnificent data base. For example, one chapter matches daughters with mothers included in the NLS Mature Women Sample to explore the effects of mothers' attitudes and work on their daughters' later careers. Another chapter links sisters with brothers in the NLS Young Men Sample to explore sex differences in the influence of family background on educational and work outcomes. A third compares women 30 to 34 years old in 1967 (from the Mature Women Sample) with those who were the same age in 1978, to discover whether changes in labor force participation are due to the changing influences of causal variables or to shifts in the distribution of women's characteristics.

Reading these papers will get researchers thinking about applications of these data to their own theoretical problems. The book provides useful, detailed information for other researchers: each chapter is accompanied by an appendix that gives detailed information about sample characteristics, variable definitions, and more complete analyses than those reported in the chapters themselves.

Taken together, this collection of papers illustrates some interesting points about the current state of sociological and economic analysis. First, one cannot read the book without being convinced that longitudinal data are essential to explore most key questions about family and work careers. A paper by Mott and Shapiro on work attachment among new mothers (Chapter 5) nicely demonstrates this point. Here, we find that women who work during their first pregnancy or immediately after their first child do not differ from other women in their subsequent fertility behavior. But both this early work behavior and fertility behavior are powerful predictors of later work behavior. This pattern has been suggested by earlier work, but the NLS data allow the conclusion to be drawn with substantially greater certainty.

Longitudinal data also prove invaluable in exploring the relation between employment and divorce. In Chapter 7, Mott and Moore find that work experiences and potential wage (education) influence the probability of remarriage after a divorce, but only during the first year. In other words, the factors predicting quick