

PSYCHOLOGY

"Bandwagon" Is Effective After Election Is Over

THE "BANDWAGON" TECHNIQUE, credited with swinging votes to Senator Kennedy in the Democratic convention, gets whatever power it has from the American's respect for the opinion or decision of the majority.

The greatest influence of the "bandwagon" is seen after an election, not before the nomination. But after it becomes clear that one candidate has received enough votes for a nomination, other delegates will start changing their votes to show their approval of the majority decision.

On the eve of an election, voters are embroiled in the most heated arguments, apparently bitterly irreconcilable over the rival candidates. But as the sun comes up the morning after, all disagreement has vanished with the mists of dawn. Everyone supports the winner!

Whatever influence the "bandwagon" technique has before an election, or before the selection of a party candidate, is applied by convincing the voters or the delegates that some one candidate already has the majority of votes committed to him.

This influence also shows up when you hear a politician state, "I shall support whatever candidate is nominated by this convention."

This bowing to the will of the majority, which is so all-persuasive among American citizens, is not understood at all in many other parts of the world.

Science News Letter, July 23, 1960

Do You Know

Sweden is the only Western nation giving help to underdeveloped countries in the field of *birth control*.

Ordinary *sea winds* may carry 10 to 100 pounds of salt per cubic mile of air, while storm winds carry 1,000 pounds or more.

Less than 100 years ago there were no *time zones* in the world; the United States now has seven time zones, including the three covering Alaska and Hawaii.

An experimental *chocolate* that resists melting in the hand but will still melt in the mouth is being made by adding small amounts of hydrogenated fats, such as cottonseed oil or cocoa butter.

Questions

ASTRONOMY—What is a new method for finding the ages and distances of stars? p. 50.

BIOCHEMISTRY—What produces histamine in human cells? p. 52.

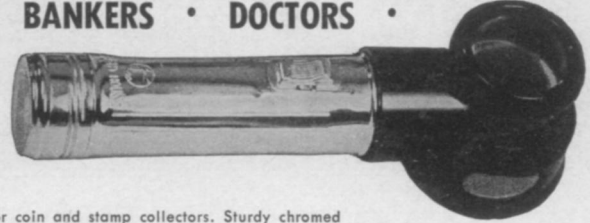
MEDICINE—By what means can the newborn weaker twin be given a blood transfusion? p. 55.

Photographs: Cover, Hughes Aircraft Co.; p. 51, Esso Research and Engineering Co.; p. 53, The Martin Co.; 54, Fremont Davis; p. 62, Eastman Chemical Products, Inc.

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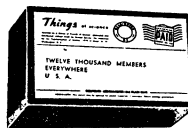
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