
In the preface to this edited volume, Bochner states that the aim of the book is "to look closely at the processes and outcomes of cross cultural encounters — to provide an account of what emerges when persons from different cultures meet". In large measure, the contributions of the nine authors whose work comprises the text hold closely to that objective. Focusing in turn upon cross cultural interaction theory, processes, and outcomes, the book offers a broad array of perspectives on studies of intercultural human contact. The unique character of the book derives from the clearly social psychological perspective that it brings.

Social psychologists have been criticized because of their foundations in an ideological heritage of ahistorical, acontextual, and primarily individualist approaches to understanding social behavior [1, 2]. Until fairly recently, it had been left up to the individual resourcefulness and motivation of researchers to integrate systematically anthropological notions of culture into the person–environment equations of theoretical and applied psychology. There have always been notable exceptions to the charges of contextual insensitivity; the current volume draws much of its emotional and intellectual impetus from the work of one of those exceptional social psychologists: Otto Klineberg. His long and productive career serves as an acknowledged foundation to the research and theory that is presented in this text. It was Klineberg's early work [3, 4] that began the shift from race-based to culture/ethnicity-based approaches to understanding behavioral differences among humans of different origins. The questioning and ultimate disavowal of race based notions in this area are historically linked with the increased salience of culture and cultural difference as constructs in research on both intergroup relations and individual differences. Since Klineberg's seminal work, culture seems to have persisted as the most convenient construct for the study of how being different makes a difference.

The book is divided into three sections. The first section features a chapter by Klineberg himself on the history of research into ethnic contacts, a contribution that is at the heart of the volume. His chapter chronicles developments in four basic areas: (1) the issue of genetic psychological differences between ethnic groups; (2) the role of ethnic group stereotypes and the possibility of changing them; (3) conflict associated with ethnic contact and the question of its inevitability; (4) consequences of contact and how contact can improve intergroup relations. It is helpful and informative to have the benefit of his long term view of developments in the field.

The other chapter in the first section of the book (called "Theories and definitions") is by Bochner, who comprehensively reviews research and theory in the social psychology of intercultural relations. Bochner's work provides the necessary framework for the cultural systems perspective that is developed from the basic assumptions of his cross cultural psychological approach to studying intergroup behavior. The assumptions and rationale in this chapter give the volume a considerable coherence.
The second section of the book ("Processes") contains four chapters, each one taking a different approach to an aspect of intercultural contact processes. Michael Argyle outlines a rationale for intercultural effectiveness training, reviews points of interaction and contexts of relationship that might be facilitated by such training, and enumerates the range of experiences that could constitute training for intercultural effectiveness. Peter Collet's chapter on the role and history of nonverbal signs provides a taxonomic framework suitable to a variety of studies of nonverbal intercultural interaction. This chapter makes nonverbal signs an effective metaphor for the kind of confusion often generated in intercultural communication.

The third chapter in the "Processes" section, by Verner Bickley, examines language as a bridge in intercultural interaction, and lays out the theoretical integration of attribution theory with research and theory in intergroup relations. The chapter includes an extensive review and explication of the role of language as a mediator in the full range of intercultural contact situations. The fourth and final chapter in this section, one of the most innovative in the volume, is by Jos Jaspers and Miles Hewstone, summarising their recent book [5]. They review studies of ethnic contact and stereotyping in light of research in attribution theory, and then go on to offer an integration of those ideas as they relate to intercultural contact. They make a defensible case for the utility of attribution theory in the study of intercultural contact. As a unit, the "Processes" section of Cultures in Contact holds together well and certainly meets its stated objectives.

The third and final section of the text addresses "Outcomes" of intercultural interaction. It contains two chapters that explore outcomes of what are the two most frequently occurring forms of intercultural contact, tourism and international educational exchange. Adrian Furnam and Stephen Bochner examine culture shock in international students from the point of view of a social skills based formulation. It provides a thorough treatment of studies in the area and a convincing rationale for the Furnam and Bochner formulation as a framework for both research and the design of acculturation programs for the educational sojourner.

Philip Pearce’s work is the basis of the final chapter on the impact of tourism as a special form of intercultural interaction. For Pearce, tourism is special in this context because tourists hold a particular sociological niche in the structure of the host society, one that requires little adaptation to local custom. He examines the effects of tourism on both sides through his categorization of forms of contact and of levels of technological and economic development in the host culture. He shows how status, opportunity for contact, form of contact, and the attitudes of the participants all figure prominently in determining the outcomes of interactions.

To summarise, this volume is a new and useful addition to an area of the literature that is rapidly expanding. Our collective sense of the "shrinking planet" is, I believe, contributing to the prevalence of studies of both cultural and ethnic interaction in applied and basic psychological research. My own work in the applied psychology of cross cultural counseling has certainly benefited from much of the work cited in these reviews. There is a place for
this text on both my bookshelf and recommended reading lists as a basic reference on intercultural contact. What is innovative about this book is that it extracts and highlights the specifically social psychological work from the interdisciplinary matrix of studies of intercultural contact. A minor problem with the book is a certain repetitiveness in the literature reviews provided by different chapters. This may be a function of the way in which the volume originated: it was the product of a one day workshop at Oxford in 1979. However, the editing has succeeded in preserving enough of the lively workshop atmosphere to compensate for this shortcoming.

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REFERENCES
