tis rates do not correlate well with donor payment. He notes that Sweden pays all its donors but has a low hepatitis rate and that Japan switched from a largely paid donor system to a voluntary one without altering its hepatitis rate. Selectivity of donors with regard to probability of exposure to blood-borne pathogens, an issue that emerges again with regard to the transmission of HIV, seems the key factor, not donor payment.

By the late 1970s, the U.S. blood donor system was effectively reorganized around the concept of voluntary giving. Blood-bank professionals consequently became interested in factors affecting voluntarism, and social scientists responded, finding in the study of blood donation an opportunity better to understand a range of social behaviors, including altruism. Social survey research as we know it today began with surveys on factors affecting voluntarism as early as World War II (see Herbert H. Hyman, *Taking Society's Measure*, Russell Sage Foundation, 1991). *Giving Blood: The Development of an Altruistic Identity* follows in this tradition, relying on survey research to understand the process by which first-time donors become committed to regular blood donation.

Committed blood donors are made, not born, conclude social psychologists Piliavin and Callero, on the basis of a decade of research on blood donation. Their particular interest in this volume is understanding the process that transforms the uncommitted into the committed and eventually produces donors who give so often that they are described as "altruistic deviants."

The authors have both practical and scholarly agendas. They share the belief widely held by blood-collection professionals that voluntary, committed blood donors are the solution to maintaining a stable, safe, and sufficiently large supply of whole blood to meet community needs. Thus the practical agenda is to learn how the organization of the blood-collection system might be improved to increase the numbers of "altruistic deviants." Their academic agenda is to explore how a number of theoretical models taken from social psychology contribute to understanding the altruistic underpinnings of blood donation. It is risky to write a single book meant to serve two very different audiences. However, the volume succeeds amazingly well in this regard. It is less successful in developing an overall framework within which a wider range of social behaviors can be understood.

Given the emergence of the HIV/AIDS epidemic during the period of research on which this volume is based, it is surprising that AIDS receives only passing attention and that screening of blood donors is relegated to the appendix. Randy Shilts in *And the Band Played On* (St. Martin's Press, 1987) chronicles the reluctance of blood-banking organizations early in the emerging epidemic to acknowledge the possibility that AIDS was transmitted via blood and to use aggressive screening that would alienate a readily accessible, organized population of young, white gay males that had been particularly "altruistic" in giving blood. The present volume does not set out to evaluate whether voluntarism is the best or only principle on which to organize the nation's blood-collection system. Sapolsky, for example, notes that some of the nation's most prestigious teaching hospitals relied quite successfully on a panel of paid donors carefully monitored for health risks. Though the research on altruism represented in this volume makes a valuable contribution to social psychology, its utility to public policy decision-making regarding the organization and regulation of the blood supply is more uncertain.

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