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| The first step is to simply look back on medical history and precedents to unearth practices that had merit but lacked full viability. Looking into perspectives of history, there has been a "dearth of new medicine" (Fanu, 1990) yet a lack in the total number of ailments cured or that can be actively treated without hazardous side effects. A Placebo by benign definition is simply a neutral or unbiased substance that alters behavior through suggestion (Merril-Webster, 2001). In reference to this it is important to look at the very first underpinnings of medical science and the Placebos emergence and fall as a "wonder drug".  The existence of Placebos as established forms of medicine first came into light during the mid nineteenth century in America and as early as the seventeenth century Enlightenment in Europe. One attribute that can be seen in the early gains of placebos is "its use by the economically poor and emotionally desperate" that could not afford any proper form of treatment. The irony behind this was that "proper" treatments of mental ailments were considered to be blood letting and self-mutilation to let out problems, these problems eventually killed the properly treated (Horgan). Thus those that survived had the verbal wooing of Placebos to make progress and eventually the Placebo Effect became a tool of the affluent. Moving on a domestic level, turn-of-the-century America took a great part in development of behavior recognition and Placebos.  Before the advent of Prozac and other mental illness drugs, placebos formed the centerpiece of medical research and treatment "in supplementation of electroshock therapy" (Carter, 1998). With the rise of avant-garde culture and a tortured World War One disillusioned generation, experimentation with drugs and psychobiology suprisingly led to the replacement of Placebos despite their use being "existentialist in nature" (Worchel, 1992). This wave of medical narcotics would last throughout a majority of the twentieth century, with morphine and lithium marking the AMA (American Medical Association), with mania and blood.  As doctors clamored for cures for anything they could lay claim, they uncovered a number of effective but mind-altering drugs with serious consequences which have all but been removed from medical practice today. Lithium became the miracle of the century, claims of mental rebirth and advertised affects that Placebos could never produce led to the claim that it was "the most consumed medication in human history"(Dement, 1999). Ironically "66 percent of those given lithium had no outbreaks of mania" but over a period of five years, testers showed signs of "extreme and dangerous manicdepression" (Horgan, 1999). With this the AMA blocked the use of lithium in most cases and restricted its overall use to the brink of non-existence, until the emergence of Prozac.  Concluding the historical retrospect is the re-birth of new drugs, Pfizer�s Prozac. "Relaxation techniques, anger and stress management techniques, and biofeedback have taken the backseat to the release of multiple new mental illness drugs "following the wave led by Prozac (Mann, 1999) Prozac helps to relax and stimulate the frontal lobe of the brain and a fragment of the amygdala by "breaking a synapses in the brain that occur with dopamine" (Novitt-Moreno, 1995). This seemingly amazing scientific breakthrough was matched with the greatest biologists and psychiatric evaluators in the world, "but sometimes time, money, and faith are not enough to achieve even reasonable scientific goals" (Horgan, 1999). Prozac has shown many failures including high cost "and the same mental long-term disorders caused by lithium " showing that there truly is a "cycle of exaggerated results" (Horgan 1999).  [Next](http://docs.google.com/data2.html)  [[Home](http://docs.google.com/home.html)][[Introduction](http://docs.google.com/introduction.html)][[Hypothesis](http://docs.google.com/hypothesis.html)][[Procedure](http://docs.google.com/procedure.html)][[Data](http://docs.google.com/data.html)][[Conclusions](http://docs.google.com/conclusions.html)][[Bilio/Links](http://docs.google.com/biblio.html)]  [[2001 Projects](http://docs.google.com/index.html)][[2000 Projects](http://docs.google.com/AP2000/index.html)][[1999 Projects](http://docs.google.com/AP99/index.html)][[1998 Projects](http://docs.google.com/AP98/index.html)] |