

= The Psychology of The Simpsons =

The Psychology of The Simpsons : D 'oh ! is a non @-@ fiction book analyzing psychology themes in the television series The Simpsons . It contains content from several contributors , including psychologists , counselors and school therapists . The book was edited by Alan S. Brown , Ph.D. , and Chris Logan , and was published on March 1 , 2006 by BenBella Books . It has received praise from reviewers .

= = Background = =

The book was published on March 1 , 2006 by BenBella Books , and is part of their " Psychology of Popular Culture Series , " or " Smart Pop " for short . Other books in the series include works which analyze psychology and pop culture themes as related to Superman , the X @-@ Men , and The Matrix . The BenBella psychology series was inspired by a similar pop philosophy series from publisher Open Court Publishing Company . The editors of the book were Alan S. Brown , Ph.D. , and Chris Logan . Brown is a professor of psychology , and Logan is a lecturer in the field . The book is meant to appeal both to fans of The Simpsons , and academic students of psychology .

= = Content = =

The book contains content from twenty @-@ nine contributors , including psychologists , counselors , teachers and school therapists . It also includes content from Brown and Logan . General topics discussed in the work include family , alcohol abuse , relationships , self @-@ esteem , sex and gender , and personality . Specific topics in the field of psychology include clinical psychology , cognition , abnormal psychology , evolutionary psychology , gambling addiction , Pavlovian conditioning and family therapy . Contributor Denis M. McCarthy , assistant professor of psychology at the University of Missouri , analyzes risk factors for alcoholism presented in The Simpsons . McCarthy cites Bart 's passive @-@ avoidance learning as a risk factor , and notes that Maggie is at a high risk for substance abuse due to violent tendencies .

Though each chapter contains material comparing The Simpsons episodes to academic psychology themes , the chapter titles are less serious , including " Which One of Us is Truly Crazy " and " Looking For Mr. Smarty Pants . " Editor Chris Logan explained : " The book ? s content is very serious , but it 's not presented in an overly serious way . " The Simpsons Archive also described the balance between humor and academia in the book , noting : " Fortunately , despite numerous references to various psychological theories and academic studies , the essays steer clear of becoming too serious , and manage to stay entertaining throughout the book . "

= = Reception = =

The book was received favorably in a publication of Southern Methodist University . In the introduction to an interview with one of the book 's editors , the interviewer noted : " Get past the goofy cover , with its illustration of Homer ? s beer- and TV @-@ saturated brain , and you find analysis aimed at both TV viewers and students of psychology . " The book also received positive mention in The Times , where Andrew Billen wrote : " I can commend D 'Oh ! : The Psychology of The Simpsons and Reading The Sopranos , since both shows are sturdy enough to support the intellectual studies . " An article at The Simpsons Archive also wrote positively of the work : " The connection to the show and its events is solid and psychological points are illustrated using explanatory snippets from the Simpsons . "