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Survey Research Center
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INSTITUTE FOR SOCIAL RESEARCH
UNIVERSITY OF MICHIGAN

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UNIVERSITY OF MICHIGAN

Institute for Social Research

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THE SURVEY RESEARCH CENTER and its associate organization, the Research Center for Group Dynamics, are divisions of the Institute for Social Research of the University of Michigan. The Institute, directed by Dr. Rensis Likert, is a research branch of the University. Its activities are guided by its Executive Committee, appointed by the Board of Regents on the recommendation of the President.

The Survey Research Center was established at the University of Michigan on July 1, 1946 with the following major objectives: 1) to conduct surveys of general social importance; 2) to conduct research on survey methodology, 3) to foster inter-disciplinary research, and 4) to provide training in all phases of survey research. In the following pages the work of the Center is described in some detail. The presentation is organized around these four objectives.

The Conduct of Surveys

During the four years of its operation, the Center has been primarily concerned with the application of survey methods to a variety of psychological, sociological, economic, and political problems. It has conducted during this period over 30 surveys, some of national scope and others restricted to special groups within the population.

The Center undertakes only such studies as seem to have clear public interest. It follows a policy of full publication of research findings, with rare exceptions in the case of certain studies done for governmental agencies. Its surveys have been financed by private business organizations, by agencies of the Federal Government, and by research foundations. In some cases its studies have been instituted at the request of these outside organizations; in some cases by the Center itself.

The studies conducted by the Center may be classified into five general areas, on the basis of their major objectives.

1. Studies of Economic Behavior

The oldest of the Center's research programs is that dealing with financial data and economic attitudes and behavior. The first of these studies was conducted in 1942 (by the Division of Program Surveys of the Bureau of Agricultural Economics) at the request of

the Treasury Department and a continuing program of research followed throughout the war in connection with the Treasury's campaign for the sale of War Bonds. In 1945 the Board of Governors of the Federal Reserve System instituted a series of annual studies which have become known as the Surveys of Consumer Finances. These surveys which have been conducted each year by the Center for the Federal Reserve Board have stimulated widespread interest among students of the national economy.

The objectives of the Surveys of Consumer Finances are both basic and applied. For example, the survey provides each year a distribution of individual saving which is the basis of significant analyses of factors relating to the rate of saving by individual economic units. The survey also makes available a range of contemporary data which have immediate use in guiding economic decisions; survey data on the use of debt, for example, are of value to the Federal Reserve Board in its decisions regarding the regulation of consumer credit.

The Fifth Survey of Consumer Finances, carried out during the first part of 1950, was reported in a series of six articles in the Federal Reserve Bulletin prepared by the staff of the Board's Division of Research and Statistics with the cooperation of the staff of the Center. With the approval of the Federal Reserve Board, the Center has been able to make available to interested agencies and organizations special tabulations and analyses of data gathered in the Survey of Consumer Finances, but not specifically reported in the Federal Reserve Bulletin. A number of such small-scale supplementary studies have been conducted.

One aspect of the Surveys of Consumer Finances which has had particular interest is the investigation of consumer intentions and expectations regarding economic events. These "psychological" data have been the basis of a special program of research made possible by a two-year grant to the Center from the Rockefeller Foundation. Two samples of respondents who were interviewed in the annual Surveys of Consumer Finances have been revisited a year later. Comparison of these successive interviews has made possible a detailed analysis of the relation of stated intentions to ultimate performance.

The analysis of the psychological-economic data collected by the Center was substantially enlarged by the appointment of two post-doctoral Fellows in 1949. These appointments, made jointly by the Department of Economics and the Center, and in one case jointly with the National Bureau of Economic Research in New York, are financed through a grant from the Carnegie Corporation. They have been renewed in 1950. The studies of the Fellows are directed toward the measurement of the influence of major variables on spending and saving.

Three other Center studies in the area of economic behavior were in their planning stages as the fiscal year ended. The first of these was a study of factors influencing the location of industrial plants. This project involved the interviewing of some 200 industrialists in the state of Michigan. The second was a nation-wide survey, supported by a grant from

the Home Finance and Housing Agency, with the major objective of analyzing the considerations which are important in the decision to purchase a house. The third of these studies projected a detailed study of the role of life insurance in the economy of American families.

The entire economic program of the Center is intended to shed light on the dynamics of the principal economic decisions made by consumers and businessmen. Decisions concerning the buying of homes, automobiles, life insurance, savings bonds, common stock, capital goods, etc., are analyzed in order to uncover the economic as well as psychological factors that shape the behavior of individual decision makers.

2. Studies of Human Relations and Social Organization

This program was begun under a research grant from the Office of Naval Research in May, 1947. It was proposed as "A Program of Research on the Fundamental Problems of Organizing Human Behavior," with the general objective of discovering "the underlying principles applicable to the problems of organizing and managing human activity." Since 1947 seven major research projects have been initiated in large organizations. All are directed toward the common goal of investigating determinants of organization effectiveness and employee satisfactions, and in all there has been a common core of research problems. Moreover, each has been designed to build on the results of previous studies in the program, and to take advantage of any unique research opportunities offered by the organization in which it was conducted.

The original prospectus contemplated research in a wide variety of social groups, but up to the present most of the studies undertaken have had an industrial setting. The first project in this series was begun in the home office of the Prudential Insurance Company in the fall of 1947 and continued through 1948. The first report from this study, entitled "Productivity, Supervision and Employee Morale" was issued by the Center in November, 1948. As the title implies, the study was concerned with the morale and supervision of working groups differing in productivity as measured by performance records.

Six other major projects in this program are in various stages of completion. The first of these was a detailed investigation of factors relating to worker satisfactions and attitudes. This study, conducted in one of the public utility corporations of Michigan, involved the collection of information from all of the company's more than 10,000 employees, including personal interviews with all staff members engaged in supervision or management. These data have made possible a more intensive analysis of factors related to the different aspects of worker morale than has hitherto been possible.

A project directed specifically to the study of the influences affecting worker identification with union or company was carried out in one of the automobile corporations. In the course of this study several hundred union stewards were interviewed and a like number of foremen. A sample of rank-and-file employees were also interviewed.

A project similar in design to the first study of the series was conducted on one of the railroads operating in Michigan. The focus of this study was on factors associated with high or low productivity among the track maintenance crews. This study was viewed as a replication of the original Prudential study.

A study in a large company producing heavy equipment was begun during 1949 and is nearing completion. This project extended some features of the public utility study and offered certain valuable contrasts to the other studies in the series.

The Center has recently undertaken an experimental study in one of its cooperating companies, designed to test some of the major conclusions of the earlier projects. This project has given the Center an opportunity to manipulate the work situation of equated groups of employees according to a controlled design and to isolate the influence of important variables to a degree seldom possible in the usual survey. This study was the Center's first undertaking in the newly developing area of field experiments in which experimental methods, usually found only in the laboratory, are applied in natural situations.

As the year ended, the latest of this series of studies was in its field stage. This was a study of a federal bureau in Washington and was primarily concerned with problems of communication and interaction among high-level personnel.

During the three years of this program, the Center has carried through a great deal of developmental work in evolving the concepts, categories, and methods which have been employed in these studies. A great mass of data have been collected and are in process of analysis. Integration and planning of next steps are the current concern of the Center's staff in this program.

It should be noted that while this program was begun under a grant from the Office of Naval Research and is still supported by that agency, the total budget of the program in 1949-50 was under-written in large part by private industry. This additional support came in the form of contracts for studies in the particular companies concerned.

The Center, with the guidance of its Executive Committee, has carefully scrutinized each proposed addition to this program with a view to its possible contribution to the Center's ultimate research objectives. Proposals which seemed to have a purely "troubleshooting" character were declined as inappropriate to the Center's function. Only those which seemed to offer opportunities for valuable additions to the research data were given favorable consideration. The major findings of all these studies will be published.

In all of these projects in industry, the Center has taken specific measures to maintain its impartial position in regard to labor and management. Whenever a labor organization is present in a company in which a study is contemplated, the Center approaches the representatives of this organization and explains fully the character of the proposed study. Upon completion of the study, a report of the findings is given to labor as well as to management. This procedure has been followed whether the study was to be financed by management or by outside funds.

3. Studies of Political Attitudes and Behavior

One of the first studies undertaken by the Survey Research Center was an inquiry into public understanding and evaluation of certain aspects of this country's actions in the field of foreign affairs. This was the first of a series of small-scale national surveys done by the Center over the last four years. These have not been designed as polls, showing the division of public sentiment on contemporary issues, but rather as detailed investigations of the terms in which foreign affairs are understood by the people and of the context of values and beliefs in which they are perceived.

One important aspect of this area of study has been the problem of the individual citizen's perception of his role as a member of the national population. The attempt to identify the factors which create the great differences which exist in the degree to which people feel themselves involved in political affairs has been of continuing interest to the Center.

Several new studies in this area were begun during the year. One of these was primarily concerned with questions relating to programs of American aid to Europe with a scalar analysis of public attitudes toward these programs. Another was a survey of the nation's metropolitan areas, designed to assess public interest in problems of civil defense and public perception of the circumstances which would result from atomic attack on American cities. A third project utilized a sampling design in which communities surrounding atomic energy installations were matched with similar communities not located near important atomic energy developments. This study was concerned with the concepts regarding atomic energy held by people in these areas, their apprehensions regarding it, and their understanding of its non-military uses.

A study of particular interest was begun late in the year with the general objective of discovering the manner in which the public visualizes and evaluates the role of large corporations in the nation's economic life. This project envisages a rather broad investigation of the individual citizen's view of the major economic forces present in American society and his own relation to them. It is hoped that this survey may lead to subsequent studies which will permit gradual progress toward a delineation of the basic value systems prevailing in the important segments of American society.

The Center carried out a small-scale survey immediately after the 1948 presidential election in which it sought to illuminate some of the factors influencing the vote. Much additional research in this area needs to be done, with a broader concept of the total range of political activity incidental to elections than has been customary in studies of this kind. The Center has developed plans for a continuing program of this kind and expects to undertake such studies as opportunity presents itself.

4. Studies in Mass Communication

The Center has a long standing interest in the study of the process through which the general public is reached and influenced by information from various sources. Data

regarding individual contact with the major media are collected in virtually all of the Center's studies which are concerned with general public perceptions and values.

In June the Center released a lithoprinted monograph entitled "Public Use of the Library." This project was conducted by the Center as a part of the Public Library Inquiry, a much larger research program done under the sponsorship of the Social Science Research Council. The data assembled in the Center's report present not only a detailed picture of the present-day use of public libraries but also an elaborate analysis of the audiences reached by other important media of mass communication.

Up to the present time, most of the Center's activity in this area of research has been devoted to a description of the information-getting practices of the various important segments of the public. The Center has not as yet been able to undertake in any detail many additional studies which suggest themselves. It has not, for example, attempted to relate individual views on public issues to patterns of contact with particular media, or to trace changes in such views to specific media influences. It has been able to achieve relatively little in assessing the role these mass media play in the lives of their audiences beyond the purely informational function. These unanswered problems merit much greater attention than they are presently receiving.

5. Studies of Public Concepts and Practices in Regard to Health

The field of public health offers a great many opportunities for fruitful application of the survey technique. Many important data regarding public understanding of sickness and health, public health practices, public attitudes toward disease, family financing of medical expenses, and other such problems are accessible through sample surveys.

The Center's first project in the field of public health was a nationwide survey undertaken in 1948 at the request of the American Cancer Society. This study assessed the effectiveness of the various features of the Society's campaign of public information and provided an array of data regarding the public's concepts of cancer and its attitudes toward the disease.

In June 1949, a grant from the National Institute of Mental Health made it possible for the Center to undertake an exploratory study of public concepts and values in the area of mental illness. This project, which was conducted in Phoenix, Arizona, was concerned with a broad range of questions about mental health, and in particular with factors associated with public readiness to utilize professional services for mental health problems. The nature of this study required the use of unusually sensitive interviewing procedures and the analysis was designed to exploit the data fully in the development of hypotheses which might become the basis of subsequent research.

While the Center's activity in this general field has not achieved programmatic character, it is the Center's expectation that broad applications of the survey method to public health problems will develop within the relatively near future as the need for data regarding public health increases.

Research on Methods

The basic techniques of survey research have been known and used for many years. Psychologists, sociologists, statisticians, and others have been developing the essential theory and skills of questionnaire construction, interviewing, sampling, and statistical analysis of data for the past 50 years. It is only rather recently, however, that these techniques have been combined to form the structure of the sample survey.

Adaptations and inventions in the area of survey methods are occurring at an accelerated rate as an increasing number of researchers have become interested in this field. Techniques which were regarded as standard five years ago are now outmoded. Numerous university and private research groups are contributing to these advances.

In the realm of methodology the Survey Research Center has for some years been identified with two major developments; probability sampling and free-answer interviewing. While the use of probability sampling is by no means peculiar to the Center, the personnel of the Center were among the first to develop practical methods of probability sampling and the Center has from the first adhered strictly to these advanced methods. The present members of the Sampling Section of the Center have made important contributions to the scientific literature in this field. The Sampling Section conducts a continuing program of research on methods along with its services to the larger research projects of the Center.

The interviewing procedures employed by the Center vary considerably and are adapted to the particular requirements of each subject. Since many of the Center's projects require a detailed analysis of motives, values, and perceptions, the Center has concentrated strongly on interviewing methods which permit the respondent a high degree of freedom of expression. In those instances in which the free-answer technique seemed inappropriate more highly structured questionnaire methods are used.

A number of studies of the factors influencing interview responses have been carried out by staff members. These include comparisons of results obtained by different types of questionnaires, the analysis of the effect of interviewer attitudes on interview results obtained, the determination of the consistency of report in repeated interviews, and the study of sample mortality.

A two-year study of the reliability of respondent report and the predictive value of stated intentions to purchase consumer goods is approaching conclusion. This project, made possible by a grant from the Rockefeller Foundation, is based on data gathered from reinterviewing two sub-samples from the Surveys of Consumer Finances.

Exploratory overtures have been made in the Center's more recent studies to obtain from respondents data regarding attributes of personality. Results of sufficient promise have been obtained to justify extension of this attempt to measure deeper characteristics of the individual respondent than are usually considered in survey research.

The continuing study of methods is essential to the life of a research organization. The various activities which the Center is pursuing in the area of methodology do not comprise a large share of the Center's total budget but they command a great deal of interest. Research on methods is unfortunately less readily financed than are studies of content problems. The Center has difficulty in finding sufficient support to maintain its methodological research at an appropriate level.

Inter-Disciplinary Research

The sample survey is adapted to many areas in the field of social science. It is as feasible to collect economic or political data from a respondent as it is to gather psychological information. The instrument is very broadly applicable and it is customary to find in a single interview data which might traditionally be considered the special preserve of several different social science disciplines.

This broad applicability gives the sample survey particular significance as an instrumentality for the conduct of inter-disciplinary research. When data of both economic and psychological nature, for example, are collected from the same sample of individuals, it is possible to analyze these data together in a manner not otherwise possible. The relation of expectations of future income level to consumer purchases and saving becomes a problem for empirical study. Many other similar problems, on the border of two disciplines, become available for research through the use of the sample survey.

The Center's efforts to achieve an inter-disciplinary character have been various. Most important is the fact that the program of research which it conducts ranges over a very wide area of subject matter representing a number of fields of study. This has attracted scholars from various academic departments and has made possible the building of a staff including individuals from business administration, economics, mathematics, political science, psychology, and sociology.

A number of foundation fellows have come to the Center for varying periods because of an interest in some phase of the Center's program. These fellows, especially the two Carnegie post-doctoral fellows in economics, have made an important contribution to the inter-disciplinary character of the organization's program.

During the year Center personnel offered courses in the Departments of Economics, Psychology, and Sociology. Arrangements were completed at the end of the year to present a course in survey techniques during 1950-51 in the School of Public Health of the University. These courses were adapted to the special interests of students in these fields and were intended to demonstrate the applicability of the survey method to research problems in these areas.

Advances in fields of study not specifically associated with the traditional academic categories of knowledge tend to move at an irregular pace and it is not surprising that the

Center's achievement in this respect has been rather modest. The Center's inter-departmental associations and the breadth of training and interest represented in its staff give promise, however, of increasing accomplishment in these border-line areas of research.

Training

The contribution of the Survey Research Center to the University's total program of training in the social sciences is two-fold. For students who want course offerings in the field of survey research the Center staff, through the teaching departments of the University, presents a complete course of study. For those who wish professional training and experience in on-going research in this field the Center offers a number of research assistantships which are available to graduate students. The Center has also made its facilities available to a number of scholars, many from abroad, who have come to the University for special periods of training in this field.

The Curriculum

A series of courses presenting survey methods and survey findings is offered in the different social science departments by members of the Center staff. During 1949-50 the following courses were offered for graduate credit:

1. Introduction to Survey Research, Professor Campbell
2. Survey Research Methods, Professor Fisher
3. Advanced Social Psychology, Professor Katz
4. Sampling Methods in Survey Research, Mr. Kish
5. Theory of Sampling in Survey Research, Mr. Goodman
6. Psychological Foundations of Economics, Professor Katona
7. Methods and Techniques of Economic Research, Professor Katona
8. Seminar in Survey Research, Professor Campbell, Professor Fisher

All of these courses are offered for credit in the Graduate School of the University, most of them being sponsored by more than one department. These courses are elected by students from a wide range of subject matter interests, representing numerous academic departments and professional schools.

The Summer Institute

Because of the widespread interest in the practical applications of survey research, the Center has for the past three years presented a special four-week institute during the summer, designed for people in private business, government, universities, or other agencies, who could not leave their positions for longer periods during the school year. A concentrated program of seven courses is presented during the last four weeks of the regular University summer session. Additional staff members are drawn in from outside the University and public lectures are given by visiting speakers of national prominence.

Approximately 50 students attended this special session during 1950, most of them coming to the campus especially for this purpose.

Graduate Dissertations

The voluminous data which are assembled in the various surveys conducted by the Center are available to graduate students and other scholars for individual exploitation. Researchers both inside and outside the University have drawn on this resource. Doctoral dissertations based on Center data have been completed in social psychology, sociology, and economics. A number of additional doctoral subjects are currently in process. This exploitation of Center data provides direct and detailed experience in the use of survey data and constitutes an important extension of the Center's total research activity.

Training on the Job

At the end of the academic year, the Center had on its roster approximately 35 staff members who were enrolled in the graduate school of the University. These people, who are employed full-time or part-time in the various phases of the Center's work, are receiving an intensive day-to-day experience with survey procedures.

These student-staff members range in maturity from first-year graduate students to those completing the requirements for their doctoral degree. They have been selected from a broad background of academic and professional training. As study directors, assistant study directors, and research assistants, they make an indispensable contribution to the total program of the Center.

The Center has been pleased to welcome the increasing number of visiting scholars who have come to the University as foundation fellows or as representatives of other academic organizations. Whenever possible the Center has endeavored to integrate these visitors with one or another of its on-going studies, in the belief that close contact with a specific project is the most effective means of training for these advanced students.

Consultation

The Center receives a great many requests for assistance in the planning or conduct of survey projects undertaken by individuals or agencies outside the Center. Some of these come from graduate students at the University of Michigan or elsewhere who need consultation in connection with their theses or dissertations. More commonly they come from businessmen, state officials, or other persons with practical problems requiring the gathering of information.

All of these requests for information are given attention by members of the Center staff. Frequently the person or agency that brings the problem is anxious to receive continuing assistance in the actual conduct of the contemplated research. The Center has not been in a position to give this type of service.

Conclusion

The Center endeavors to attain a balance between its service activities and its program of theoretical and methodological research. The applied research which the Center conducts through contracts with outside agencies and the various training functions which it performs are essential features of the Center's mode of operation. The Center has steadily increased its activities in both these areas during the past four years.

However, the Center is equally concerned that its program of less directly applicable research be supported and advanced. It is the common experience of organizations similar to the Survey Research Center that the financing of research which does not promise immediate applications is relatively difficult. Action agencies, private or governmental, are understandably interested in obtaining data which have practical usefulness. This means that the Center must turn to the foundations and other such organizations for support of its developmental and theoretical studies.

Publications

THE FOLLOWING PUBLICATIONS AND MANUSCRIPTS written by members of the Survey Research Center staff are available upon request. Individual copies of as many as five of the publications marked with an asterisk will be mailed without charge. A charge of twenty cents per copy will be made in the case of requests for more than five of these publications. Individual charges for certain more extensive reports are indicated. Checks should be made payable to the Survey Research Center. Requests for publications should be addressed to The Librarian, Survey Research Center, University of Michigan, Ann Arbor, Michigan.

ECONOMIC PROGRAM

- J3-1 *Analysis of Dissaving*. A reprint from the *American Economic Review*, June 1949, 39 (3), 673-688. (Twenty cents)
- J3-3 *Financial Surveys Among Consumers*. A reprint from *Human Relations*, January 1949, 2 (1), 3-12. (Twenty cents)
- J3-4 *Effect of Income Changes on the Rate of Saving*. A reprint from the *Review of Economics and Statistics*, May 1949, 31 (2).*
- J17-1 *Individual Savings in 1947-1948*. A reprint from the *American Economic Review*, June 1950, 40 (3).*
- JJ-2 *Post-War Income Changes of Identical Consumer Units*. A paper to appear in *Studies in Income and Wealth*, National Bureau of Economic Research, in press, 13. (Fifty cents)
- Expectations and Decisions in Economic Behavior*. An article to appear in *Policy Sciences in the United States* to be published in 1951 by the Hoover Institute, Stanford University.
- Psychological Analysis of Economic Behavior*. A book to be published by McGraw-Hill, New York, Winter 1950-51.

The following reprints from the Federal Reserve Bulletin, based on Survey Research Center data, may be secured by writing to the Board of Governors of the Federal Reserve System, Washington 25, D. C.

- A National Survey of Liquid Assets*. (June, July and August 1946).
- 1947 Survey of Consumer Finances*.
- Financial Position and Buying Plans of Consumers, July 1947*. (October 1947).
- 1948 Survey of Consumer Finances*.
- Financial Position and Buying Plans of Consumers, July 1948*. (November 1948).
- 1949 Survey of Consumer Finances*.
- Financial Position and Buying Plans of Consumers, July 1949*. (October 1949).
- 1950 Survey of Consumer Finances*.
- Methods of the Survey of Consumer Finances*. (July 1950).

The following reprint is based on special tabulations of life insurance data prepared for The Institute of Life Insurance from data collected in the 1949 Survey of Consumer Finances conducted for the Federal Reserve Board. The reprint may be secured by writing to the Institute of Life Insurance, 60 East 42nd Street, New York, New York.

Life Insurance Ownership. (December 1949).

HUMAN RELATIONS PROGRAM

- A1-1 *A Program of Research on the Fundamental Problems of Organizing Human Behavior*. (Twenty cents)
- A1-3 *Human Relations Study Techniques*.*
- A1-11 *Effective Morale*. A reprint from *Fortune*, August 1950, 42 (2), 46-50.*
- A1-12 *Human Relations Program of the Survey Research Center: First Three Years of Development*. September 1950. (Twenty cents)
- A2-6 *Productivity, Supervision and Employee Morale*. (Twenty cents)
- A2-12 *Productivity, Supervision and Morale in an Office Situation*. (Paper-bound copies \$1.50, cloth-bound copies \$2.00)
- A3-22 *How Democratic Can Industry Be?* A reprint from *Modern Industry*, September 1950. 20 (3).*
- FF2-1 *Research on Human Relations in Administration*. Four papers delivered at a panel of the Annual Conference of the American Society for Public Administration, Washington, D. C., March 1949. (Twenty cents)
- The Role of Quantitative Research in Group Organization and Group Functioning.
- Research Findings on Productivity, Supervision and Morale.
- Translation of Research Findings into Administrative Action.
- Problems of Sensitivity and Resistance in Changing Attitudes.

- J2-2 *Morale and Motivation in Industry*. A paper which appeared in *Current Trends in Industrial Psychology*, University of Pittsburgh Press, 1949, 145-171. (Twenty cents)
- J2-4 *The Attitude-Survey Approach to Labor Management Relations*. A reprint from *Psychology of Labor Management Relations*, ed. A. Kornhauser, Publication No. 3 of Industrial Relations Research Association, 1949, 63-70.*
- J2-5 *Employee Groups: What Motivates Them and How They Perform*. A reprint from *Advanced Management*, September 1949, 1-6.*
- J2-7 *Good and Bad Practices in Attitude Surveys in Industrial Relations*. A reprint from *Proceedings of the Second Annual Meeting*, Industrial Relations Research Association, 1949, 1-10.*
- J5-1 *An Analysis of Foreman-Steward Power Relationships*. A paper presented at the Annual Meeting of the American Psychological Association, Denver, September 1949.*
- J6-1 *Relationship Between Areas of Work Satisfaction and Other Factors*. A paper presented at the Annual Meeting of the American Psychological Association, Boston, 1948.*
- J7-2 *The Relationship of Supervisory Behavior and Attitudes to Group Productivity in Two Widely Different Industrial Settings*. A paper presented at the Annual Meeting of the American Psychological Association, Denver, September 1949.*
- J8-2 *Human Relations Training Through a Company-wide Study*. A paper presented at the Sixth Annual Convention of the American Society of Training Directors, Chicago, 1950. (Twenty cents)
- J9-1 *Overlapping Group Identification in an Industrial Setting*. A paper presented at the Annual Meeting of the American Psychological Association, Denver, September 1949.*

PUBLIC AFFAIRS PROGRAM

- C2-12 *Attitudes Toward United States-Russian Relations*. (December 1948.). (One dollar)
- C2-16 *Interest, Information and Attitudes in the Field of World Affairs*. (November 1949). (One dollar)
- C3-2 *The American Public Discuss Cancer and the American Cancer Society Campaign*. (Fifty cents)

- C5-2 *Five Selected Interviews from a Study of Public Thinking Regarding Atomic Energy*. (August 1950). (Fifty cents)
- C7-1 *The Public and Business: Five Illustrative Interviews from a National Survey*. (November 1950). (Twenty cents)
- D1-3 *Public Use of the Library and Other Sources of Information*. (Paper-bound copies \$1.50, cloth-bound copies \$2.00.)
- D6-1 *A Study of the Presidential Vote: November 1948*. (One dollar)
- D7-2 *Campus Attitudes Toward Minority Groups*. (Bureau of Student Opinion). (Twenty cents)
- E3-4 *Public Reaction to the Atomic Bomb and World Affairs, 1946*.*
- J1-1 *A Survey Research Approach to National Character*. A paper presented at the Annual Meeting of the American Psychological Association, Denver, September 1949.*
- J1-2 *The American Concept of Russia*. A reprint from the *Journal of Social Issues*, Winter 1948, 4 (1), 15-20.*
- J1-4 *A Summing Up*. A reprint from the *Journal of Social Issues*, May 1946, 2 (2), 58-66.*
- J1-6 *The Use of Interview Surveys in Federal Administration*. A reprint from the *Journal of Social Issues*, May 1946, 2 (2), 14-22.*
- J1-7 *Studies of Political Information, Involvement, and Attitudes*. A talk presented at the Social Science Research Council Conference on Research on Political Behavior, Ann Arbor, August 1949.*
- J1-9 *Knowing Your Public*. A paper which appeared in the *College Public Relations Quarterly*, October 1950, 2 (1).*

METHODOLOGY

- F-5 *The Sample Interview Survey: A Fundamental Research Tool of the Social Sciences*. A reprint of a chapter from *Current Trends in Psychology*, University of Pittsburgh Press, 1948, 196-225. (Twenty cents)
- J4-2 *Sampling for the 1947 Survey of Consumer Finances*. A reprint from the *Journal of the American Statistical Association*, September 1947, 42, 439-448. (Twenty cents)
- J10-1 *A Procedure for Objective Respondent Selection Within the Household*. A reprint from the *Journal of the American Statistical Association*, September 1949, 44 (245), 380-387.*
- J10-2 *Selection of a Sample of Dwelling Units in Kalamazoo County*. (Twenty cents)

- JJ-3 *Sampling Errors and Components of Interview Cost in Relation to Sample Design.* A paper presented at the 107th Annual Meeting of the American Statistical Association, December 1947.*
- JJ-5-1 *Controlled Selection—A Technique in Probability Sampling.* A reprint from the *Journal of the American Statistical Association*, September 1950, 45 (251), 350-372. (Twenty cents)
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