

NORC
SOCIAL RESEARCH
1941-1964

**AN INVENTORY OF
STUDIES AND PUBLICATIONS
IN SOCIAL RESEARCH**

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PREFACE

This research inventory describes the social surveys and other projects undertaken by the National Opinion Research Center from its founding in 1941 through the middle of 1964. It is hoped that the inventory will provide both a convenient summary of the types of research which NORC has engaged in, and a useful bibliography of the various publications to come from its many studies.

Within nine general subject categories, the inventory is organized by study (each NORC study having been given an inventory number). For each study a brief description is given, followed by general information on the type of sample, the universe, the number of respondents, etc. The names of the sponsor(s) of each study and of the study director(s) are also given, as is the location of survey materials when these are elsewhere than in NORC storage (e.g., "Codes and cards at Roper Center").

For each study there is appended a list of published and unpublished materials which were based on the data of that study; occasionally this list will include publications financed by the study but using other data. All publications based in whole or in part on the study are included. For each study, we have first listed NORC reports, then published books, published articles, unpublished papers, and unpublished theses and dissertations, in that order. And at the end of each subject section there is an omnibus category (arbitrarily numbered as Study 99) including other publications which are relevant to this subject section but which do not come from a specific study (e.g., various writings of NORC staff members). It should also be noted that many publications were actually based on data from a number of NORC studies, but are listed only once.

Cross references are provided at the head of each section, and from one study to another. There are also a number of indices, each of which refers to inventory number: subject index, author and study director index, sponsor index, an index with corresponding inventory number for the included NORC study numbers and an index to studies on file at Roper Center. Because inventory numbers were applied for each subject section in the order of standard NORC study numbers, the studies in a given section do not follow precise chronological order.

Not every study undertaken by the National Opinion Research Center is included in the inventory, but all those which resulted in some type of publication are included, as are a number which did not but which are nonetheless significant, and whose results some users might wish to consult. The inventory is complete through June, 1964, including studies in progress at that time.

Most of the publications listed in the inventory are available either in published form (in books, journals, etc.) or through NORC. Most numbers in the NORC numbered report series are available on microfilm and some of the more recent ones, in physical copies; this is noted in the

text and the price is given. Wherever the word REPRINT follows the citation of a publication, copies are available gratis. In regard to the many other publications cited herein, wherever pagination is given it may be assumed that the work is available through the NORC library in Xerox copies—unless microfilm is specified—at fifteen cents per page.

Consequently, most materials can be ordered direct. And almost all materials—regardless of listed availability—are on file at the NORC library for reference. Many other libraries have on deposit the numbered report series, the foreign affairs series, and *Opinion News*, all three of which are to be found in the *Union List of Serials*.

A special section in the inventory is reserved for the Survey Research Service (SRS), and information on the Service and its studies can be found there.

There is an appendix describing *Opinion News*, a journal which NORC formerly published.

All questions arising from the inventory should be addressed to the following:

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ABBREVIATIONS USED THROUGHOUT TEXT:

AAPOR	American Association for Public Opinion Research
ACS	American Cancer Society
AHA	American Hospital Association
<i>AJS</i>	<i>American Journal of Sociology</i>
AMA	American Medical Association
ASA	American Sociological Association
<i>ASR</i>	<i>American Sociological Review</i>
ASS	American Sociological Society
AStatA	American Statistical Association
BASR	Bureau of Applied Social Research, Columbia University
HIF	Health Information Foundation
IDL	International Data Library, Survey Research Center, University of California (Berkeley)
<i>IJOAR</i>	<i>International Journal of Opinion and Attitude Research</i>
IUC	Inter-University Consortium for Political Research. Ann Arbor, Michigan
NIH	National Institutes of Health
NIMH	National Institute of Mental Health
<i>POQ</i>	<i>Public Opinion Quarterly</i>
Roper Center	Roper Public Opinion Research Center, Williams College, Williamstown, Massa- chusetts
WAPOR	World Association for Public Opinion Research

A. HEALTH AND WELFARE

See also: B1, B2, B4, B7, B8, B99, F11, G5, G11, G12, G15, I6, I99, SRS 130, SRS 180, SRS 230, SRS 250, SRS 290, SRS 340, SRS 360.

A1. CANCER AND PHYSICIANS. (Study S-74. 1945)

A personal interview survey of a national sample of physicians. Sponsored by the American Cancer Society. Study Director: Harry H. Field. See also A4.

NORC REPORTS:

Field, Harry H. *The medical profession and the war on cancer.* (1946. 18pp.)

A2. TUBERCULOSIS. (Study S-81. 1947)

A survey based on a quota sample, stratified by census tract, of the city of Denver; personal interviews with 551 respondents. Sponsored by the National Tuberculosis Association. See also A3.

NORC REPORTS:

Denver tuberculosis survey. (1947. 40pp.)

A3. INCIDENCE OF TUBERCULOSIS IN DENVER. (Study S-100. 1949)

A comparison study to A2. Sample stratified into eleven mapped areas in Denver, with quota sampling within areas; personal interviews with 554 respondents aged 18 or older. Sponsored by the National Tuberculosis Association and the Denver Tuberculosis Society.

NORC REPORTS:

Connelly, Gordon. *Denver tuberculosis survey.* (1949. 25pp.)

A4. CANCER. (Study 136. 1945)

A national cross-section of American adults based on quota sampling; personal interviews with 1,255 respondents. Sponsored by the American Cancer Society. Study Director: Harry H. Field. See also A1.

NORC REPORTS:

Field, Harry H. *How general are cancer examinations.* (1945. 13pp.)

———. *Informed versus uninformed opinion on cancer.* (1946. 8pp.)

———. *Penetration of the American Cancer Society's publicity.* (1945. 7pp.)

———. *What people know and think about free hospital care for cancer patients.* (1945. 11pp.)

———. *What we, the American people, know and don't know about cancer.* (1945. 16pp.)

———. *What do the American people know about cancer.* (1945. 16pp.)

———. *Where we, the American people, obtain our information about cancer.* (1945. 6pp.)

A5. SOCIALIZED MEDICINE. (Study 226. 1944)

A social cross-section of American adults, based on quota sampling; personal interviews with 2,550 respondents. Sponsored by the Physician's Committee on Research, Inc. Codes and cards at Roper Center.

NORC REPORTS:

What do the American people think about federal health insurance. (1944. 68pp.)

What do the American people think about Social Security medicine. (1944. 69pp.)

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A6. ALCOHOLISM. (Study 242. 1946)

A social cross-section of American adults, based on quota sampling, with an additional control for "wet" and "dry" areas; personal interviews with 2,677 respondents. Undertaken jointly by NORC and the sponsor, Rutgers University.

NORC REPORTS:

Department of Sociology, Rutgers University. *Public information and the problem of alcoholism.* (1947. 36pp.)

OTHER PUBLICATIONS:

Riley, John W., and Others. "The motivational pattern of drinking—based on the verbal responses of a cross-section sample of users of alcoholic beverages," *Quarterly Journal of Studies on Alcohol*, Vol. 9, No. 3 (1948).

———, and Charles F. Marden. "The social pattern of alcoholic drinking," *Quarterly Journal of Studies on Alcohol*, Vol. 8, No. 2 (1947).

A7. ATTITUDES TOWARD MEDICAL RESEARCH. (Study 246. 1948. A study of the attitudes of various groups toward the use of animals in medical research.)

Quota sampling for personal interviews with national cross-sections of the general population (2,519 respondents) and of high school teachers (508 respondents), plus a list sample of physicians (485 respondents). Sponsored by the National Society for Medical Research. Study Director: Shirley A. Star. Codes and Cards at Roper Center.

NORC REPORTS:

Star, Shirley A. *Animal experimentation.* (1949. NORC Report No. 39; microfilm copy—\$2.00)

A8. MENTAL HEALTH. (Study 272. 1953. A study of public understanding of mental health problems.)

Highly qualitative personal interviews with a national cross-section of American adults, chosen by quota sampling; 3,531 respondents. Sponsored by NIMH, the Commonwealth Fund and the National Association for Mental Health. Study Director: Shirley A. Star.

NORC REPORTS: none available.

OTHER PUBLICATIONS:

Star, Shirley A. Statement based on NORC's study of popular attitudes toward mental health, in *Psychiatry, the press and the public* (Washington: The American Psychiatric Association, 1956).

———. "Nervous breakdown," in *Encyclopedia of mental health* (New York: Franklin Watts, 1963).

———. "The place of psychiatry in popular thinking." A paper presented to the annual meeting of AAPOR, Washington, 1957. (11pp.)

———. "The public's ideas about mental illness." A paper presented to the annual meeting of AAPOR, Indianapolis, 1955. (9pp.)

———. "What the public thinks about mental health and mental illness." A paper presented to the annual meeting of the National Association for Mental Health, 1952. (20pp.)

A9. HUNTERDON COUNTY HEALTH SURVEY. (Studies 301 & 343. 1958. A survey seeking substantive and methodological information on the problem of chronic illness.)

An intensive, four-phase survey of Hunterdon County, N. J., employing both self-administered questionnaires and personal interviews. Both families and attending physicians were

questioned. Sponsored by the Commission on Chronic Illness (of the AMA, the AHA, the American Public Health Association, and the American Public Welfare Association) and the Hunterdon County Medical Center. Study Directors: Jack Elinson and Patricia Collette. Field materials at Hunterdon County Medical Center and Columbia University; cards at NORC and Columbia University.

NORC REPORTS: none.

OTHER PUBLICATIONS:

- Elinson, Jack, and Ray E. Trussell. "Some factors relating to degree of correspondence for diagnostic information as obtained by household interviews and clinical examinations," *American Journal of Public Health*, Vol. 47, No. 3 (1957).
- Trussell, Ray E., and Jack Elinson. *Chronic illness in a rural area—the Hunterdon Study*. Volume 3 of *Chronic illness in the United States*. Cambridge, Mass.: Harvard University Press, 1959.
- _____ and _____. "Comparisons of various methods of estimating the prevalence of chronic disease in a community—the Hunterdon Study," *American Journal of Public Health*, Vol. 46, No. 2 (1956).
- Elinson, Jack, and Clyde W. Hart. "Social psychological problems in estimating and realizing rehabilitative potential of the chronically ill." A paper presented to the annual meeting of ASA, Chicago, 1954.
- Trussell, Ray E., Jack Elinson and Patricia Collette. "Multiple screening versus complete examination." A paper presented to the Association of Teachers of Preventive Medicine (annual meeting of the American Public Health Association), Cleveland, 1957.

A10. ARTIFICIAL RESPIRATION PROJECT. (Study 304. 1951)

Based on a sample of selected naval recruits; 667 respondents; self-administered questionnaire plus observation of performance. Sponsored by the University of Illinois College of Medicine. Study Director: Shirley A. Star.

NORC REPORTS:

Star, Shirley A. *The learning, performance and evaluation of two methods of artificial respiration by naval recruits*. (1951. NORC Report No. 42; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

Gordon, Asher S., and Others. "Pedagogical and performance factors of artificial respiration with naval personnel," *Journal of Applied Physiology*, Vol. 4, No. 6 (1951).

A11. MILITARY MORALE ATTITUDES AND INTERRELATED PERSONALITY CHARACTERISTICS OF TROOPS. (Study 319. 1953)

A research study, re-evaluating data collected from soldiers during World War II. Sponsored by the Human Resources Research Office of George Washington University. Study Director: Jack Elinson.

NORC REPORTS:

Elinson, Jack. *Attitudinal intensity in relation to personality and status in a military situation*. (1953. NORC Report No. 48; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

Weidenhamer, Peggy, and Don Cahalan. *Medical officers opinions on professional and personal problems of army service*. A joint report by the Research Division of the Office of Armed Forces Information and Education, Department of Defense, and the Human Resources Research Office, George Washington University (Washington, 1955).

Section A

A12. HANCOCK COUNTY PUBLIC OPINION SURVEY. (Study 324. 1952. A survey of factors causing the defeat of a hospital bond issue referendum and of attitudes toward enlargement of the hospital.)

A probability sample of the voters of Hancock County, Ohio; personal interviews with 535 respondents. Sponsored by the Blanchard Valley Hospital Association. Study Director: Paul B. Sheatsley, with Ann F. Brunswick and Daniel Lortie.

NORC REPORTS:

Sheatsley, Paul B., Ann F. Brunswick and Daniel Lortie. *Hancock County public opinion survey.* (1952. 27pp.)

A13. COSTS OF MEDICAL CARE. (Study 335. 1954)

Based on a national area probability sample of American families; personal interviews with 2,809 families (8,846 individuals). Sponsored by the Health Information Foundation. Study Directors: Odin W. Anderson (of HIF) and Jacob J. Feldman. See also A14, A15, A21.

NORC REPORTS:

Feldman, Jacob J. *Estimates of voluntary health insurance coverage, family medical care expenditures and utilization, and health insurance benefits for New York State and the northeast region, 1952-53.* (1955. 39pp.)

OTHER PUBLICATIONS:

Anderson, Odin W., and Jacob J. Feldman. *Family medical costs and voluntary health insurance: a nationwide survey.* New York: McGraw-Hill, 1956.

———. *National family survey of medical care costs and voluntary health insurance.* New York: HIF, 1954. REPRINT

———. *Private expenditures for drugs and other components of medical care.* New York: HIF, 1954.

———, and Jacob J. Feldman. "Distribution of patients hospitalized for surgery in the United States from July, 1952 to July, 1953," *Bulletin of the American College of Surgeons*, Vol. 43, No. 5 (Sept.-Oct., 1958).

———. "Hospital charges in the United States," *Hospitals*, Vol. 31, No. 10 (May, 1957).

———, Clyde W. Hart and others. "New facts on medical costs—an NBC Radio discussion," *University of Chicago Roundtable*, No. 834 (April, 1954).

Feldman, Jacob J. "The adequacy of health coverage," *Proceedings of the 1954 Conference of Blue Shield Plans.*

HIF. *Progress in Health Services:*

"What Americans spend for personal health services," Vol. 5, No. 7 (Sept., 1956).

"The growth of voluntary health insurance," Vol. 5, No. 9 (Nov., 1956).

"Maternity care and its costs in the U. S.," Vol. 6, No. 1 (Jan., 1957).

"Health insurance benefits and the American family," Vol. 6, No. 2 (Feb., 1957).

Hart, Clyde W., Odin W. Anderson and Jacob J. Feldman. Testimony before the Committee on Interstate and Foreign Commerce of the United States House of Representatives, on "Health Inquiry (Voluntary Health Insurance)," January-February, 1954.

State of New York. *Report of the Joint Legislative Committee on Health Insurance Plans* (Legislative Document No. 49, 1957).

Feldman, Jacob J. "The HIF-NORC study of medical expenditures." A paper presented to the ninth annual conference of AAPOR, Asbury Park, N. J., 1954. (10pp.)

A14. COSTS OF MEDICAL CARE. (Study 336. 1954)

A comparison study of types of health insurance in two cities, based on a random sample of persons eligible (viz., Birmingham, Ala. Blue Shield contract holders, Boston Blue Shield contract holders, and Aetna policy holders); 2,808 respondents. Sponsored by HIF. Study Directors: Odin W. Anderson (of HIF) and Jacob J. Feldman. See also A13, A21.

NORC REPORTS: none.

OTHER PUBLICATIONS:

- Anderson, Odin W., and NORC Staff. *Voluntary health insurance in two cities*. Cambridge, Mass.: Harvard University Press, 1957.
- HIF. *Progress in Health Services*: "A new study of voluntary health insurance," Vol. 6, No. 6 (June, 1957).

A15. ATTITUDES, INFORMATION AND CUSTOMARY BEHAVIOR IN HEALTH MATTERS. (Study 367. 1955)

Based on a national probability sample; 2,379 intensive personal interviews. Sponsored by HIF and the American Cancer Society. Study Directors: Jacob J. Feldman and Paul B. Sheatsley. See also A13, A16, A17 and A21.

NORC REPORTS:

- Feldman, Jacob J., and Paul B. Sheatsley. *Public attitudes toward polio vaccine—its development and distribution*. (1956. NORC Report No. 57; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

- Public attitudes toward prescription costs and the drug industry*. New York: Health Information Foundation, 1955. REPRINT
- Bugbee, George. *The pharmacist as a professional man*. New York: HIF, 1956. (First presented as a paper to Pharmacy's Public Health Forum, Brooklyn, 1955.)
- _____. *Public attitudes toward the use of medical care*. New York: HIF, 1956.
- _____. *The public voices an opinion*. New York: HIF, 1955. (First presented as a paper to the 81st annual meeting of the National Wholesale Druggists Association, White Sulphur Springs, West Va., 1955.)
- Friedson, Eliot, and Jacob J. Feldman. *Public attitudes toward health insurance*. New York: HIF, Research Series No. 5, 1958. REPRINT
- _____. & _____. *The public looks at dental care*. New York: HIF, Research Series No. 6, 1958. (Also published in the *Journal of the American Dental Assn.*, Sept., 1958.) REPRINT
- _____. & _____. *The public looks at hospitals*. New York: HIF, Research Series No. 4, 1958. REPRINT
- Sheatsley, Paul B. *Public attitudes toward aspects of health*. New York: HIF, 1956.
- King, Stanley H. *Perceptions of illness and medical practice*. New York: Russell Sage Foundation, 1962.
- Feldman, Jacob J. "What Americans think about their medical care," *Proceedings of the Social Statistics Section of the AStatA* (December, 1958). REPRINT
- HIF. *Progress in Health Services*:
 "A view of our family physician," Vol. 7, No. 6 (June, 1958).
 "The increased use of medical care," Vol. 7, No. 8 (Oct., 1958).
- Sheatsley, Paul B. "Public attitudes toward hospitals," *Hospitals*, Vol. 31, No. 10 (May, 1957).
- _____. "Public attitudes toward hospitalization," *Trustee, the Journal for Hospital Governing Boards*, Vol. 10, No. 5 (1957).
- Feldman, Jacob J. "Patients' opinions of hospital food," *Journal of the American Dietetic Association*, Vol. 40, No. 4 (1962). REPRINT
- _____. "Attitudes toward physicians." A paper presented to the annual meeting of ASA, Chicago, 1959. (15pp.)
- _____. "Factors accounting for differences in the health care people receive." A paper presented to the conference of the Illinois Society of Public Health, Chicago, 1955. (16pp.)
- _____. "Problems in the study of health attitudes and practice." A paper presented to the annual conference of AAPOR, Buck Hill Falls, Pa., 1956. (8pp.)

A16. DOCTOR'S ROLE IN PUBLIC HEALTH INFORMATION. (Study 367-D. 1955)

A random sample of doctors from list of doctors mentioned by A15 respondents as their personal physicians; 471 respondents. Sponsored by HIF and the American Cancer Society. Study Directors: Jacob J. Feldman and Paul B. Sheatsley. See also A15 and A17.

Section A

NORC REPORTS:

Feldman, Jacob J., and Paul B. Sheatsley. *Doctor attitudes toward the American Cancer Society and its program.* (1956. NORC Report No. 56; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

"The doctor looks at the cancer program," *Journal of the American Medical Association*, Vol. 160, No. 13 (1956).

A17. PHARMACIST'S ROLE IN PUBLIC HEALTH INFORMATION AND THEIR RELATIONSHIPS WITH OTHER HEALTH PERSONNEL AND FACILITIES IN THE COMMUNITY. (Study 367-Ph. 1955)

A random sample of pharmacists from those mentioned by A15 as their usual pharmacist; 448 respondents. Sponsored by HIF and the American Cancer Society. Study Directors: Jacob J. Feldman and Paul B. Sheatsley. See also A15 and A16.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Croatman, Wallace, and Paul B. Sheatsley. *The prescription pharmacist today: a factual study of his role in the health field.* New York: HIF, 1958.

A18. STUDY OF OLD AGE. (Study 383. 1961. The health and welfare of older people, and the means of caring for them.)

Three separate samples: a random national sample of 2,114 persons aged 60 or older; a sample of the persons these older people listed as being "responsible" for their welfare; an area quota sample of the general population. Sponsored by HIF. Study Director: Ethel Shanas.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Shanas, Ethel. *The health of older people: a social survey.* Cambridge, Mass.: Harvard University Press, 1962.

_____. *Financial resources of the aging.* New York: HIF, Research Series No. 10, 1959.

_____. *Medical care among those aged 65 and over.* New York: HIF, Research Series No. 16, 1960.

_____. *Meeting medical care costs among the aging.* New York: HIF, Research Series No. 17, 1960.

_____. *Family relationships of older people: living arrangements, health status, and family ties of those 65 and over, as reported by the aged, the persons to whom they would turn in a health crisis and the general public.* New York: HIF, Research Series No. 20, 1961.

_____. "Family responsibility and the health of older people," *Journal of Gerontology*, Vol. 15, No. 4 (1960). REPRINT

_____. "How sick are older people?" *Journal of the American Medical Assn.*, Vol. 172, No. 2 (1960). REPRINT

_____. "A nationwide survey of the health problems of older people," in *Annual Report to the Board of Directors, 1959-1960* (New York: HIF, 1960).

_____. "Some findings from a national study of the health needs of older people," in *Proceedings of the Joint Council to Improve Health Care among the Aged* (Washington, June, 1959).

_____. "Reported illness and the utilization of medical care," *Public Welfare* (April, 1960).

_____. "National studies of older people in the U. S.," in Richard H. Williams, Clark

Tibbitts and Wilma Donohue eds., *Processes of Aging* (New York: Atherton Press, 1963). REPRINT

———. "Some sociological research findings about older people pertinent to social work," in *Toward Better Understanding of the Aged*, Vol. I (Aspen, Colo.: Council on Social Work Education, Seminar on the Aging, 1959).

———. "The 'very sick' in the older population," *Journal of the Michigan State Medical Society*, Vol. 59 (May, 1960).

———. "Living arrangements of older people in the United States," in Clark Tibbitts and Wilma Donohue, eds., *Social and Psychological Aspects of Aging* (New York: Columbia University Press, 1962); also published in *Gerontologist*, Vol. 1, No. 1 (1961), and presented as a paper to the Fifth Congress of the International Assn. of Gerontology, San Francisco, 1961. REPRINT

HIF. *Progress in Health Services*:

"Voluntary health insurance among the aged," Vol. 8, No. 1 (Jan., 1959).

"Use of health services among the aged," Vol. 8, No. 4 (April, 1959).

Shanas, Ethel, and Selma Monsky. "Interviewers' attitudes in a nationwide study of older people." A paper presented to the meeting of the Gerontological Society, Inc., Cleveland, 1957. (7pp.)

———. "Self-reports of illness in a study of older people." A paper presented to the annual meeting of the Population Association of America, Chicago, 1958. (11pp.)

———. "The health needs of older people: some findings from a national survey." A paper presented to the Gerontology Seminar, Duke University, 1962; to be published.

A19. FACTORS ASSOCIATED WITH PREVENTIVE DENTAL PRACTICES OF DENTISTS. (Study 396. 1959)

Personal interviews with one per cent of dentists in active private practice (758 respondents); also interviews with 59 dental hygienists employed by responding dentists. Sponsored by the American College of Dentists and the Zoller Memorial Dental Clinic of the University of Chicago. Study Directors: Patricia Collette and Beatrice R. Treiman. See also A26.

NORC REPORTS:

Treiman, Beatrice R., and Patricia Collette. *Factors associated with preventive dental practice*. (1959. NORC Report No. 69; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

Collette, Patricia. "Preventive aspects of dental health service," *Journal of the American College of Dentists*, Vol. 26, No. 3 (1959).

A20. LABOR UNION RESPONSE TO TWO CONTRASTING HEALTH CARE PLANS. (Study 403. 1959)

Personal interviews with a matched sample of Health Insurance Plan and Group Health Insurance subscribers in three labor unions in New York City; 841 respondents. Also, a study of medical utilization data from Health Insurance Plan, Group Health Insurance, and Blue Cross records. Sponsored by HIF. Study Director: Paul B. Sheatsley.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Anderson, Odin W., and Paul B. Sheatsley. *Comprehensive medical insurance: a study of costs, use, and attitudes under two plans*. New York: HIF, Research Series No. 9, 1959.

A21. 1958 NATIONWIDE SURVEY OF FAMILY MEDICAL COSTS AND VOLUNTARY HEALTH INSURANCE. (Study 409. 1961. Study of change over five-year period, since A13.)

Random probability sample of the civilian non-institutional population of the United States, weighted to produce higher sampling probabilities among higher expenditure families. Cov-

Section A

erage: 6,149 families; 19,513 individual family members. Personal interviews, plus verification of details of reported insurance with the companies, and verification of hospital admissions with the hospitals. Sponsored by HIF. Study Director: Patricia Collette, with Norma H. Watson and Alma M. Kuby. See also A13, A16, A17.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Anderson, Odin W., Patricia Collette and Jacob J. Feldman. *Changes in family medical care expenditures and voluntary health insurance: a five-year resurvey*. Cambridge, Mass.: Harvard University Press, 1963. (Final report of Study 409.)

HIF, *Progress in Health Services*:

"Voluntary health insurance: 1953 and 1958," Vol. 8, No. 5 (May, 1959).

"Our increased spending for health," Vol. 9, No. 2 (Feb., 1960).

"The trend of health insurance benefits," Vol. 9, No. 4 (April, 1960).

"Families with high expenditures for health," Vol. 9, No. 9 (Nov., 1960).

"Maternity care and costs: a five year trend," Vol. 10, No. 3 (March, 1961).

"Physicians who perform surgery," Vol. 10, No. 6 (June, 1961).

"People without health insurance," Vol. 10, No. 8 (Oct., 1961).

A22. ACCEPTANCE OR REJECTION OF A HEALTH EXAMINATION BY PRE-DESIGNATED INDIVIDUALS. (Study 410. 1957)

A qualified random sample of persons previously interviewed by the Bureau of the Census on the regular national health survey; adults aged 18-65 in urban areas only; personal interviews with 762 respondents. Sponsored by the U. S. Public Health Service. Study Director: Paul N. Borsky.

NORC REPORTS:

Borsky, Paul N. *Motivations toward health examinations*. (1959. NORC Report No. 70; copies available gratis; microfilm copy—\$2.25)

OTHER PUBLICATIONS:

_____, and Oswald K. Sagan. "Motivations toward health examinations," *American Journal of Public Health*, Vol. 49, No. 4 (1959).

_____. "Attitudes toward cooperation in a health examination survey: a study of factors associated with stated intentions of cooperation," in *Health Statistics from the U. S. National Health Survey*, Series D, No. 6 (July, 1961).

_____, and Elijah L. White. "Factors affecting the decision to volunteer for a physical examination." A paper presented to the annual meeting of AAPOR, Lake George, N. Y., 1959.

A23. HOSPITAL ADMISSIONS IN MASSACHUSETTS. (Study 416. 1958)

Based on a random sample of non-obstetrical admissions to a cross-section of general hospitals in Massachusetts over a twelve-month period; personal interviews with about 2,046 respondents and 2,000 of their doctors. Also interviews with hospital administrators. Sponsored by HIF. Study Directors: Paul B. Sheatsley and Jacob J. Feldman. See also A38.

NORC REPORTS:

Massachusetts hospital study: tabulation of hospital administrator interviews. (A brief report of the answers of hospital administrators to questions regarding the public's attitudes and behavior toward hospitals. 7pp.)

OTHER PUBLICATIONS:

Anderson, Odin W. and Paul B. Sheatsley. "How the general hospital is used in Massachusetts: some findings from surveys on patients and physicians." A paper pre-

- sent to the annual conference of the American Federation for Clinical Research, Atlantic City, 1964. (20pp.)
- _____ & _____. "Some findings on how the general hospital is used in Massachusetts: a survey conducted in 1961." A paper presented to the annual New England Hospital Assembly, Boston, 1963. (19pp.)
- _____ & _____. "A survey of hospitalized patients and their doctors." *Conference on research in hospital use: report and proceedings of a conference sponsored by AHA and the Public Health Service, Chicago, Jan., 1963*. Washington, U. S. Public Health Service, 1963. (Publication No. 930-E-2) pp. 34-35.
- Sheatsley, Paul B. "The Massachusetts hospital study—collecting data through survey research." A paper presented to the joint meeting of AStatA and the American Assn. for the Advancement of Science, New York, 1960. (11pp.)
- _____. "Report of a survey of hospital administrators' attitudes toward use." A paper presented to the 5th annual National Symposium on Hospital Affairs, Chicago, 1962. REPRINT

A24. INTERNATIONAL ASSOCIATION OF MACHINISTS IDEAS ON INSURANCE. (Study 418. 1958. A study of medical care conducted among members of the I.A.M.)

Stratified sample from a list of subscribers to three different health insurance plans, with a fourth used as a control (Kaiser Foundation Plan in San Francisco, Blue Cross-Blue Shield Plan in New Jersey, G.E. Plan in Milwaukee and Cincinnati areas; Railroad Plan in all three areas). Personal interviews with 2,810 respondents. Sponsored by the I.A.M. Study Director: Selma Monsky. Done in conjunction with the Bureau of Applied Social Research, Columbia University.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Columbia University, School of Public Health and Administrative Medicine, *Family medical care under three types of health insurance: a report of a survey*. New York: Foundation on Employee Health, Medical Care and Welfare, Inc. (I.A.M.), 1962.

A25. AMERICAN CANCER SOCIETY PROFESSIONAL EDUCATION PROGRAM. (Study 419. 1958)

Probability sampling of a cross-section of United States doctors; 5,000 mail questionnaires sent out by sponsor, plus personal interviews by NORC with a subsample of 514. Sponsored by the American Cancer Society. Study Director: Paul B. Sheatsley.

NORC REPORTS:

Sheatsley, Paul B., and Ann F. Brunswick. *NORC interview study of American Cancer Society professional education program: a source book*. (1960. NORC Report No. 73; copies available gratis.)

A26. POPULAR KNOWLEDGE, ATTITUDES AND BEHAVIOR AFFECTING DENTAL HEALTH AND DENTAL CARE. (Study 423. 1959)

A national cross-section of American families selected by stratified multi-stage probability sampling; personal interviews with 1,862 adults and 340 teenagers. Sponsored by the National Institute of Dental Research, U. S. Public Health Service, and the Commission on the Survey of Dentistry in the United States, American Council of Education. Study Directors: Louis Kriesberg and Beatrice R. Treiman. See also A19.

NORC REPORTS:

Kriesberg, Louis, and Beatrice R. Treiman. *Public attitudes toward prepaid dental care plans*. (1960. NORC Report No. 76; copies gratis; microfilm copy—\$2.25)

_____ & _____. *Public attitudes toward prepaid dental care plans: a summary*. (20pp.)

Section A

OTHER PUBLICATIONS:

- _____ & _____. "Socio-economic status and the utilization of dentists' services," *Journal of the American College of Dentists*, Vol. 27, No. 3 (1960).
- _____ & _____. "Dentists and the practice of dentistry as viewed by the public," *Journal of the American Dental Assn.*, Vol. 64, No. 6 (June, 1962). REPRINT
- _____ & _____. "Preventive utilization of dentists' services among teenagers," *Journal of the American College of Dentists*, Vol. 29, No. 1 (March, 1962). REPRINT
- _____ & _____. "The public's view of dentistry as a profession," *Journal of Dental Education*, Vol. 25, No. 2 (1962). REPRINT
- _____ "The bases of occupational prestige: the case of dentists," *ASR*, Vol. 27, No. 2 (1962). REPRINT

A27. MENTAL HEALTH PRACTICES IN STATE PUBLIC HEALTH INSTITUTIONS.
(Study 437. 1961)

A national quota sample of 740 key state and local officials in mental health and public health programs; respondents selected to fill various requirements. Personal interviews and telephone interviews. Sponsored by the U. S. Public Health Service, Department of Health, Education and Welfare, and NIH. Study Director: Louis Kriesberg.

NORC REPORTS:

Kriesberg, Louis. *Mental health and public health personnel and programs. Vol. 1: Their relations in the 50 states. Vol. 2: Appendices.* (1962. NORC Report No. 83; copy—\$7.00; microfilm copy—\$3.50)

OTHER PUBLICATIONS:

_____. "Careers, organization size and succession," *AJS*, Vol. 68, No. 3 (1962). REPRINT

A28. PUBLIC ACCEPTANCE OF RADIOACTIVITY. (Study 439-A. 1961)

A pilot study. Sponsored by the University of Chicago Medical School.

NORC REPORTS: none.

A29. EFFECTIVENESS OF MENTAL HEALTH EDUCATION TECHNIQUES. (Study 445. 1963)

Based primarily on a review of existing research literature on the subject, with a design for a proposed study of the effectiveness of mental health education programs; some secondary analysis of various NORC and Survey Research Center data. Sponsored by Pennsylvania Mental Health, Inc. Study Director: James A. Davis.

NORC REPORTS:

Davis, James A. *Education for positive mental health: a review of existing research and recommendations for future studies.* (1963. NORC Report No. 88; physical or microfilm copy—\$2.50)

A30. ENVIRONMENTAL ASPECTS OF LONG-RANGE MENTAL HEALTH TRENDS.
(Study 446. 1961. A pilot study designed to measure, on a mass scale, fluctuations over time in behavior related to mental health.)

A probability sample of residents of four small Illinois communities, two of which are economically depressed, one previously depressed but now improving, and one prosperous; 393 personal interviews and 1,613 self-administered questionnaires. Sponsored by NIMH. Study Directors: Norman M. Bradburn and William Simon. See also A34.

NORC REPORTS:

Bradburn, Norman M., and William Simon. *In pursuit of happiness: a pilot study of behavior related to mental health*. NORC Report No. 92. (To be published with Report 95 [A34] under slightly different title. Chicago: Aldine, 1964.)

OTHER PUBLICATIONS:

Simon, William. "Community responses to stress." A paper presented to the 40th Annual Institute of the Society for Social Research. Chicago, 1963. (15pp.)
 ———, and Norman M. Bradburn. "Economic depression and psychological well-being." A paper presented to the meeting of the Midwest Sociological Society, Milwaukee, 1963. (19pp.)

A31. INTERNATIONAL SURVEY ON THE PROBLEMS OF AGING. (Study 448. 1961)

NORC did field work only. Sponsored by NIH.

A32. WELFARE MEDICAL CARE IN METROPOLITAN NEW YORK. (Studies 438, 455 & 478. 1961-1964)

Three-wave panel study of attitudes of welfare recipients to assess the feasibility of providing a coordinated hospital-centered program of medical care to welfare clients. Sample drawn from individuals who applied for and received welfare in the Yorkville district over a period of one year. Three-waves of personal interviews: Wave I—1,730 respondents; Wave II—1,374 respondents; Wave III—in process. Sponsored by New York Hospital—Cornell University Medical School. Study Directors: Pearl Zinner (NORC) and Charles Goodrich and Margaret Olendzki (N. Y. Hospital).

NORC REPORTS: none.

A33. IMPACT OF INDUSTRIALIZATION ON HEALTH, MORALE AND FRIENDSHIP PATTERNS OF THOSE WHO WORK IN NEW PLANTS. (Study 456. 1962)

Sample of workers in a South Carolina textile mill. NORC did data collection only. Sponsored by Dept. of Sociology, Duke University.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Kerckhoff, Alan C., Kurt W. Back and Norman Miller. *Sociometric patterns in hysterical contagion*. (1964) REPRINT

A34. PILOT STUDY OF MENTAL HEALTH AND RELATED BEHAVIOR. (Study 458. In process)

Research is designed to develop and validate methods for ascertaining on a mass scale fluctuations over time in mental health related behavior in populations and individuals; a small-scale panel study has been conducted to establish the validity of the instrument and to develop a final version of a prototype instrument. Sponsored by NIMH. Study Director: Norman M. Bradburn. See also A30.

NORC REPORTS:

Caplovitz, David. *In the shadow of the bomb: an inquiry into the public mood during the Cuban crisis*. (1963. NORC Report No. 95; copy—\$2.00. To be published with Report 92; see A30.)

———, and Norman M. Bradburn. *Social class and psychological adjustment: a portrait of the communities in the "happiness" study—a preliminary report*. (1964. 68pp.)

Bradburn, Norman M., and William M. Mason. *The effect of question order on responses*. (1964. 17pp.)

Section A

A35. A PILOT STUDY OF VISUAL IMPAIRMENT. (Study 461. 1963)

After telephone and non-telephone screening of 3,689 households in Cleveland, Ohio, 127 personal interviews including visual tests were completed with persons having visual impairment. Study designed and conducted by the American Foundation for the Blind in collaboration with Western Reserve University.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Josephson, Eric. "A pilot study of visual impairment," *Proceedings of a symposium on research in blindness and severe visual impairment, October, 1963*. New York National Committee for Research in Ophthalmology and Blindness, May, 1964. (pp. 41-104)

_____ and Marvin V. Sussman. *A pilot study of visual impairment*. New York. American Foundation for the Blind, 1964(?) (73pp.)

A36. ATTITUDES TOWARD DEATH. (Study 464. Field work only.)

Sponsored by the Equitable Life Insurance Co. See SRS 100.

A37. PUBLIC AWARENESS AND CONCERN WITH AIR POLLUTION IN THE ST. LOUIS METROPOLITAN AREA. (Study 472. Field work only.)

Sponsored by the U. S. Public Health Service.

A38. HOSPITAL ADMISSIONS IN MASSACHUSETTS. (Study 482, in process)

Continuation of Study A23.

A99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Feldman, Jacob J. "Household interview survey as a technique for the collection of morbidity data," *Journal of Chronic Diseases*, Vol. 2, No. 5 (1960). REPRINT

_____. "Problems in the study of health attitudes and practice." A paper presented to the annual conference of AAPOR, Buck Hill Falls, Pa., 1956. (8pp.)

Hart, Clyde W., and Leo Shapiro. "Social attitudes toward aging." A paper presented to the Northwestern University Centennial Conference on "Problems of an Aging Population," Chicago, 1951. (16pp.)

Sayman, Wynn A., Shirley A. Star, and Others. "Safety of liquid plasma—a statistical appraisal," *Journal of the American Medical Association*, Vol. 168 (1958).

Warkov, Seymour. *Organizational effectiveness in Veteran's Administration Tuberculosis Hospitals*. (1964. 15pp.)

B. OCCUPATIONS, PROFESSIONS, AND PROFESSIONAL TRAINING

See also: A1, A15, A17, A26, A27, E13, E21, F11, F12, F15, F16, F21, F22, F24, SRS 230, SRS 240.

B1. STUDY OF SCIENTIFIC OCCUPATIONS. (Study S-78. 1947)

Based on a sample of industrial, university and federal government scientists. Sponsored by the President's Scientific Advisory Board.

NORC REPORTS:

Herzog, Elizabeth, and Paul B. Sheatsley. *Opinions of scientists about their work.* (1947). Also published as Appendix III of *Administration for research* (Washington: President's Scientific Advisory Board, 1947).

OTHER PUBLICATIONS:

_____ & _____. "Science education as the scientists see it," *Educational Forum*, Vol. 12, No. 4 (May, 1948).

B2. HOSPITAL INTERNES. (Study S-82. 1947)

Random sample of hospital internes; 194 respondents in 34 hospitals. Sponsored by N. W. Ayer and Sons. Study Director: Paul B. Sheatsley.

NORC REPORTS:

Sheatsley, Paul B. *The interne looks at the army.* (1947. 47pp.)

B3. ARMY AIR CORPS. (Study S-86. 1947)

Based on a random sample of college juniors and seniors; interviews with 514 respondents in 50 colleges and universities. Sponsored by N. W. Ayer and Sons. Study Director: Paul B. Sheatsley.

NORC REPORTS:

Sheatsley, Paul B. *The student looks at the air force.* (1947. 43pp.)

B4. ATTITUDES OF MEDICAL MEN TOWARD SERVING IN THE MEDICAL ARMED FORCES. (Study S-91. 1948)

Based on personal interviews with national samples of medical students (455 respondents), hospital internes and residents (654 respondents) and practicing physicians (1,162 respondents)—all male, white and under forty. Sponsored by the Office of the Air Surgeon General, U. S. Air Force. Study Director: Shirley A. Star.

NORC REPORTS:

Star, Shirley A. *Careers for medical men: some opinions about medical practice in government services, with special reference to the medical services of the armed forces.* (1948. NORC Report No. 38; microfilm copy—\$2.00)

B5. OCCUPATION RATINGS. (Study 244. 1947. The original NORC study of national opinion of selected occupations.)

Quota sample of a social cross-section of the American population, age 14 or older; personal interviews with 2,920 respondents. Sponsored by the President's Scientific Research Board and Wayne State University. Study Director: Don Cahalan. See also B12.

Section B

NORC REPORTS:

- Cahalan, Don. *Nationwide attitudes on occupations. Preliminary report: the social status of 90 selected occupations.* (1947. 40pp.)
———. *National opinion on occupations. Final Report.* (1947. 136pp.)

OTHER PUBLICATIONS:

- Reiss, Albert J., Jr., and Others. *Occupations and social status.* New York: The Free Press, 1961.
North, C. C., and Paul K. Hatt. "Jobs and occupations: a popular evaluation," in Logan Wilson and William Kolb, eds., *Sociological analysis* (New York: Harcourt, Brace, 1949).
Hatt, Paul K. "Occupation and social stratification," *AJS*, Vol. 55, No. 6 (1950).
Blau, Peter M. "Occupational bias and mobility," *ASR*, Vol. 22, No. 4 (Aug., 1957).

B6. ATTITUDES OF MEMBERS OF THE SPECIAL AGENTS ASSOCIATION OF NORTHWEST MUTUAL LIFE ASSURANCE COMPANY. (Study 346. 1953. Attitudes of life insurance agents toward various company policies pertaining to amount and method of remuneration.)

Saturation (total) sample of list of members of the Association; 710 respondents via self-administered mailed questionnaire. Sponsored by the Association. Study Director: Herbert A. Goldstein.

This study and its report (NORC Report No. 50) are presently confidential.

B7. CAREER ORIENTATION OF MEDICAL STUDENTS. (Study 387. 1956)

Random sample, national coverage of male medical students potentially subject to selective service; personal interviews with 1,086 respondents. Sponsored by the Office of the Surgeon General, Dept. of the Army. Study Directors: Don Cahalan and Patricia Collette. See also B8, F11.

NORC REPORTS:

- Cahalan, Don, and Patricia Collette. *Career preferences of medical students in the United States.* (1956. NORC Report No. 60; microfilm copy—\$2.00)
Studies in medical education. See F11.

OTHER PUBLICATIONS:

- Cahalan, Don, Patricia Collette and Norman A. Hillmar. "Career interests and expectations of U. S. medical students," *Journal of Medical Education*, Vol. 32, No. 8 (1957).
REPRINT

B8. DETERMINANTS OF CHOICE OF ARMY AS A LOCATION FOR A MEDICAL CAREER. (Study 387-A. 1958)

A random stratified sample of active-duty medical officers, selecting one-half of all regular Army and one-sixth of all reserve medical officers; 900 respondents via self-administered anonymous questionnaires. Sampling, questionnaire construction and mailing done by sponsor; coding, tabulation, analysis and report done by NORC. Sponsored by the Office of the Surgeon General, Dept. of the Army. Study Director: Jane Schusky. See also B7.

NORC REPORTS:

- Collette, Patricia. *Factors affecting the career intentions of U. S. Army medical officers.* (1958. NORC Report No. 67; This report is presently classified.)

B9. POST-CENSAL STUDY OF PROFESSIONAL AND TECHNICAL MANPOWER. (Studies 432 and 463. In process. Follow-up questionnaire to 50,000 persons identified in over

40 scientific and technical occupations during 1960 census of population; concerns job duties, training, occupational and employment mobility, and social and professional characteristics.)

Stratified random sample of 1,000 to 4,000 persons for each of the 40+ occupational titles; about 50,000 respondents to mailed self-administered questionnaire. Sample drawing and questionnaire distribution by Bureau of the Census; analysis and report by NORC. Sponsored by the National Science Foundation. Study Director: Seymour Warkov.

NORC REPORTS:

Warkov, Seymour. *Some organizational correlates of role performance among physicists.* (1964. 18pp.)
 ———, and Andrew M. Greeley. *Parochial school origins and the scientific and engineering occupations.* (1964. 22pp.)

OTHER PUBLICATIONS:

———. "Census-related studies of scientific and technical manpower," in *Scientific Manpower, 1961* (NSF 62-22); also presented as a paper to the 121st meeting of AStatA, New York, 1961. REPRINT
 ———. "Physicists and mathematicians in the post-censal survey of scientific and technical personnel." A paper presented to the 1963 annual meeting of AStatA; published in the 1963 *Proceedings of the AStatA*. REPRINT

B10. PREPARATION OF TABULATIONS AND ANALYSIS RELATING TO MANPOWER AND TRAINING RESPONSIBILITIES. (Study 454. 1962)

Tabulation and analysis only. Sponsored by NIH.

B11. THE USES OF DISCOVERY PROCEDURES IN CASES FILED IN THE FEDERAL COURTS IN SIX FEDERAL JUDICIAL DISTRICTS. (Studies 465 and 471. 1962-63)

Stratified probability sample of law suits of certain types that were terminated during a designated period of time, and oversampling of cases that went to trial. NORC did the interviewing in five of the six judicial districts. The study focused on the use of discovery procedures; personal interviews—and pre-interview self-administered questionnaires—with lawyers. Sponsored by the Project for Effective Justice, Columbia University School of Law. Study Director: Vernon K. Dibble (Columbia University School of Law).

NORC REPORTS: none.

B12. OCCUPATIONS AND SOCIAL STRATIFICATION. (Study 466. In process)

A replication of NORC Study 244 (B5). Sponsored by the National Science Foundation. Study Directors: Peter H. Rossi and Robert W. Hodge.

NORC REPORTS:

Hodge, Robert W., Paul M. Siegel, and Peter H. Rossi. *Occupational prestige in the United States, 1925-1963.* Draft summary of work to date on Study 466. (March, 1964. 43pp.) REPRINT

OTHER PUBLICATIONS:

Siegel, Paul M. "On the cost of being a Negro." A paper to be presented to the 59th annual meeting of ASA, Montreal, September, 1964. (31pp.)

Section B

B13. SOCIAL WORK AS A CAREER: THE PLANS AND EXPERIENCES OF 1961 COLLEGE GRADUATES. (Study 473. In process)

A panel analysis of 1961 college seniors, using data from NORC Studies 431, 450 and 467 (F15, F21 and F24), and concentrating on those who aspire to careers in social work. Sponsored by the Social Security Administration. Study Director: Galen Gockel, with James Venecko.

NORC REPORTS: none.

B14. STUDY OF SOCIO-PSYCHOLOGICAL CORRELATES OF OCCUPATIONAL POSITION. (Studies 480/481. In process.)

Field work only. Sponsored by NIMH.

NORC REPORTS: none.

B99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Miller, Norman N. "Career patterns in contemporary American medicine." A paper presented to the meetings of ASA, Los Angeles, 1963.

Shanas, Ethel. "Facts versus stereotypes: the Cornell study of occupational retirement," *Journal of Social Issues*, Vol. 14, No. 2 (1958). REPRINT

Rivera, Ramon, and James F. Short. "Occupational goals: a comparative analysis." A paper presented to the meetings of the Society for the Study of Social Problems, August, 1963. (24pp.)

Rossi, Alice S. "Equality between the sexes: an immodest proposal," *Daedalus*, Vol. 93, No. 2 (Spring, 1964). REPRINT

C. MASS COMMUNICATIONS

See also: EW5, EW7, EW20, EW63, EW75-79, EW94-95, EW119, EW128-131, EW135-136, EP27-28, F1, F4.

C1. BOY SCOUT POSTER STUDY. (Study S-48. 1944. A study of the effectiveness of a Boy Scout poster.)

Personal interviews with 960 respondents in fifteen cities. Sponsored by the Office of War Information.

NORC REPORTS: none.

C2. RADIO. (Study S-72. 1945)

Personal interviews with 203 respondents in New York City. Sponsored by the Columbia Broadcasting System.

NORC REPORTS: none.

C3. OPINION AND READERSHIP OF THE DENVER CLARION. (Study SUD-1. 1947. Opinion and readership of the University of Denver student newspaper; first such study done in the United States.)

Random sample of students at the University of Denver; personal interviews with 194 respondents. Study done by students in an advanced public opinion class at the University of Denver, guided by NORC staff; report done by NORC.

NORC REPORTS:

Opinions and readership of the Denver Clarion. (1947. 49pp.)

C4. RADIO. (Study 218. 1943)

Stratified area sample, with quotas for age and sex, of adults in the Cincinnati metropolitan district; Negroes sampled only within Cincinnati proper; 1,034 respondents. Sponsored by the British Broadcasting Corp. Codes and cards at Roper Center.

NORC REPORTS: none.

C5. RADIO. (Study 238. 1945)

Quota sample of a social cross-section of American adults, with Pacific and Mountain areas overrepresented by 672 cases; personal interviews with 3,243 respondents. Sponsored by the National Association of Broadcasters. Codes and cards at Roper Center and IDL.

NORC REPORTS:

Radio versus newspapers. (1945. 3pp.)

OTHER PUBLICATIONS:

National Association of Broadcasters. *Report from the people: analysis of a nationwide study conducted for the N.A.B.* New York: N.A.B., 1945.

The people look at radio. See EP28.

Section C

C6. RADIO. (Study 240. 1946)

Social cross-section of the American people; personal interviews with 2,658 respondents. Codes and cards at Roper Center.

NORC REPORTS: none.

C7. RADIO. (Study 245. 1947)

Quota sample, national coverage; personal interviews with 3,529 respondents. Sponsored by the National Association of Broadcasters. Codes and cards at Roper Center.

NORC REPORTS: none.

PUBLICATIONS BASED IN PART ON THIS STUDY:

Lazarsfeld, Paul F., and Patricia L. Kendall. *Radio listening in America*. New York: Prentice-Hall, 1948.

C8. PHONEVISION. (Studies 278 and 299. 1951. Experimental evaluations of the demand for subscription television.)

Area samples of the Lakeview-Lincoln district of Chicago; 300 test participants selected from 9,426 volunteers; samples of would-be participants and of those who failed to complete the volunteering process. Mailed self-administered questionnaires, telephone interviews and personal interviews. Sponsored by the Zenith Radio Corporation. Study Director: Shirley A. Star.

NORC REPORTS:

Star, Shirley A. *Phonevision: a research report*. (1952. NORC Report No. 46; physical copies available gratis; microfilm copy—\$2.50)

Report 46 supplement: procedures used in selecting phonevision participants. (1950. 19pp.)

Report 46 supplement: reasons for not volunteering for the phonevision test. (1950. 32pp.)

Report 46 supplement: public response to the phonevision test. (1951. 20pp.)

Report 46 supplement: materials used in the research. (n.d. 25pp.)

C9. THE EFFECTS OF TELEVISION ON COLLEGE FOOTBALL ATTENDANCE. (Studies 286, 289, 311, 314, 331, 345, 362, 369, 375, 391. 1950-1957)

An eight-year, ten-study project. Included research and various samples to gauge the effect of television broadcasting of college football games upon actual attendance at the games. Sponsored by the National Collegiate Athletic Association. Study Directors: Paul B. Sheatsley and Paul N. Borsky. Codes and cards at Roper Center.

NORC REPORTS:

Sheatsley, Paul B., and William J. Cobb. *The effects of television on college football attendance*. (1950. NORC Report No. 61, Part I)

_____ & _____. *The effects of television on college football attendance*. (1950. NORC Report No. 61, Part II)

_____, and Paul N. Borsky. *The effects of television on college football attendance*. (1952. NORC Report No. 61, Part III)

_____ & _____. *The effects of television on college football attendance*. (1953. NORC Report No. 61, Part IV)

_____ & _____. *The effects of television on college football attendance*. (1954. NORC Report No. 61, Part V)

Borsky, Paul N. *The effects of television on college football attendance*. (1954. NORC Report No. 61, Part VI)

_____. *The effects of television on college football attendance*. (1956. NORC Report No. 61, Part VII)

———. *The effects of television on college football attendance.* (1957. NORC Report No. 61, Part VIII)

NORC Report No. 61, Parts I through VIII; copies available gratis. Listed separately from other NORC numbered reports in the *Union List of Serials*, Second Supplement.

C10. IMPACT OF TELEVISION. (Study 297 1951)

Probability area sample of households in the New York City metropolitan area. Drawing of sample and field interviewing only done by NORC. Sponsored by C. Wright Mills (for *Puck—the Comic Weekly*).

NORC REPORTS: none.

OTHER PUBLICATIONS:

Mills, C. Wright, and Harvey W. Zorbaugh. *A report on the impact of television in a major metropolitan market.* New York: *Puck—the Comic Weekly*, Plan Research Dept., 1952.

C11. TELEVISION MONITORING. (Study 310. 1951)

Every Chicago television station monitored every minute it was broadcasting for one week (July 29 to August 5, 1951); program type and detailed content logged and classified under a prescribed set of categories for summation and analysis. Sponsored by the National Association of Educational Broadcasters. Study Directors: Donald Horton and Hans O. Mauksch.

NORC REPORTS:

Horton, Donald, Hans O. Mauksch and Kurt Lang. *Chicago summer television broadcasting, July 30 - August 5, 1951.* Chicago: NORC and the University of Chicago, 1951. Also published by the NAEB as *Monitoring Study No. 3.* (72pp.)

C12. STUDY OF PEOPLE'S REACTIONS TO TELEVISION PROGRAMMING. (Study 428. 1960)

Area probability sample in first stage, then stratification by size and quotas within strata; personal interviews with 1,391 respondents. Sponsored by BASR, Columbia University.

NORC REPORTS: none.

PUBLICATIONS BASED IN PART ON THIS STUDY:

Steiner, Gary A. *The people look at television: a study of audience attitudes.* New York: Knopf, 1963.

C13. EXPLORATORY STUDY OF MUSICAL TASTE. (Study 441. 1962)

Segments drawn through probability sampling methods to represent all United States counties having a town of 10,000 population or over; block sampling within segments and quota sampling within blocks. Detailed personal interviews with 667 phonograph record purchasers. Sponsored by Columbia Records. Study Director: Ann F. Brunswick.

NORC REPORTS:

Brunswick, Ann F. *Popular taste in music—as reflected by behavior with regard to phonograph records.* (1962. NORC Report No. 85; this report is presently confidential.)

Section C

C14. EVALUATION OF THE TELEVISION PROGRAM, "THE AMERICAN ECONOMY."
(Study 479. In process.)

A new study, in the field 1964. Self-administered questionnaires submitted to a national cross-section of high school social studies teachers. Sponsored by the Learning Resources Institute. Study Director: Ann F. Brunswick.

C99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Age of carrier boys. (1943. 3pp.)

D. ECONOMICS AND BUSINESS

See also: A5, A13, A14, A15, A18, A20, A21, A24, A30, A33, B6, C10, C13, Section EW (passim), Section EP (passim), F2, F12, F13, F16, F25, G13, I99, SRS 240.

D1. GROCERS SURVEY. (Study S-61. 1944)

Personal interviews with a national sample of 1,780 grocers. Sponsored by the Office of Price Administration.

NORC REPORTS:

Source of grocers' information about new regulations and grocers' opinions of OPA trade bulletins. (1945. 18pp.)

D2. SMALL BUSINESS. (Study S-62. 1944)

Personal interviews with a sample of 584 small businessmen in 26 cities. Sponsored by the Committee on Economic Development.

NORC REPORTS:

Small business. (1944. 163pp.)

OTHER PUBLICATIONS:

Schmidt, Richard N. *Business problems and business growth.* (1953. 55pp.) Extracted from unpublished Master's thesis, "A consideration of some aspects of business growth," University of Michigan, 1953.

D3. INDUSTRY IN WASHINGTON-OREGON. (Study S-75. 1946)

Samples of the general public, university professors, and local community leaders in the states of Washington and Oregon; 2,542 respondents.

NORC REPORTS:

Community attitudes toward the pulp and paper industry. (1947)

Attitudes of local community leaders toward the pulp and paper industry. (1947)

Attitudes of 43 university professors toward Pacific Northwest industries. (1947)

These three reports are presently confidential.

D4. EXPECTATIONS AND BUSINESS FLUCTUATIONS. (Study U-1. 1949. The effect of the state of economic expectations upon plant and equipment investment decisions.)

A joint research project by the University of Illinois and NORC. Only the first stage was completed. Sponsored by the Merrill Foundation for the Advancement of Scientific Knowledge.

NORC REPORTS:

Modigliani, Franco, and Jacob J. Feldman. *Expectations and business fluctuations: first progress report to the advisory committee.* (1949. 25pp.)

D5. INFLATION. (Study 124. 1943)

Social cross-section of the American people; personal interviews with about 5,000 respondents. Sponsored by the Office of Price Information and the Office of War Information. Codes and cards at Roper Center.

Section D

NORC REPORTS:

Public appreciation of the problem of inflation; preliminary report. (1943. 36pp.)

Memo: public appreciation of the problem of inflation. (1943. 39pp.)

Attitudes toward income taxes. (1943. 16pp.)

Attitudes toward compulsory bond buying. (1943. 13pp.)

D6. FARM SUBSIDIES. (Study 219. 1943. Farmers' opinions of subsidies and inflation.)

Random sample taken from mailing list of members of the National Farmers' Union; 1,585 respondents. Sponsored by the National Farmers' Union. Codes and cards at Roper Center.

NORC REPORTS:

What members of the National Farmers' Union think about subsidies and inflation. (1944. 25pp.)

D7. CONSUMER COMPLIANCE STUDY. (Study 232. 1944)

Quota sample of American women; 2,600 respondents. Sponsored by the Office of Price Administration. Codes and cards at Roper Center. See also D8.

NORC REPORTS: none.

D8. CONSUMER COMPLIANCE STUDY. (Study 236. 1945)

Quota sample of food-buying women in the United States; 2,984 respondents. Sponsored by the Office of Price Administration. Codes and cards at Roper Center. See also D7.

NORC REPORTS:

Fourth consumer compliance survey (1945):

A. *Regional summary.* (26pp.)

B. *Summary by economic status and urban-rural residence.* (36pp.)

C. *General summary.* (25pp.)

D9. ILLINOIS COST OF LIVING. (Study 274. 1950)

Study of one anonymous Illinois town whose largest plant had been closed for over six months; random list sample of households, plus systematic subsample of rural families; personal interviews with 545 families of claimants of unemployment compensation. Sponsored by the Illinois Dept. of Labor, Division of Placement and Unemployment Compensation. Study Director: Josephine J. Williams. Codes and cards at Roper Center.

NORC REPORTS:

Williams, Josephine J. *The role of unemployment compensation in maintaining family income and expenditure in an area of critical unemployment.* (1951. NORC Report No. 43; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

"Who suffers most among retailers when a town's key industry shuts down?" *Business Week*, No. 1148 (Sept. 1, 1951).

D10. THE ROLE OF ETHICS IN ECONOMIC LIFE. (Study 290. 1951)

Quota sample, within block areas, of married people under the age of 60, living together and working for a cash income, one-half husbands and one-half wives; personal interviews with 503 respondents in Chicago and Rockford, Illinois, areas. Sponsored by the National Council of Churches of Christ in America.

NORC REPORTS: none.

PUBLICATIONS BASED IN PART ON THIS STUDY:

Ward, A. Dudley. *The American economy—attitudes and opinions*. New York: Harper, 1959.

D11. ATTITUDES OF BUSINESS EXECUTIVES TOWARD TRADE AND TARIFF QUESTIONS. (Study 350. 1954. Renewal of the reciprocal trade program.)

Sample drawn from a list of business executives of companies with 100 or more employees; national coverage; personal interviews and self-administered questionnaires; 679 respondents. Sponsored by the Center for International Studies, Massachusetts Institute of Technology. Study Director: Eli Marks.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Bauer, Raymond A., Ithiel de Sola Pool and Lewis A. Dexter. *American business and public policy*. New York: The Atherton Press, 1963.

——— & ———. *American businessmen and international trade: code book and data from a study on attitudes and communications*. MIT Center for International Studies. Glencoe: The Free Press, 1960.

Pool, Ithiel de Sola, Suzanne Keller and Raymond A. Bauer. "The influence of foreign travel on political attitudes of American businessmen," *POQ*, Vol. 20, No. 1 (Spring, 1956).

———, ——— & ———. "Poll finds executives are human but hiding light under a bushel," *Journal of Commerce* (Feb., 1955).

Bauer, Raymond A., Suzanne Keller and Ithiel de Sola Pool. "The shift in business opinion on the tariff," *Fortune* (April, 1955).

Pool, Ithiel de Sola. "Domestic and international influences on attitudes toward foreign economic policy." A paper presented to the meeting of AAPOR, Madison, Wis., 1955. (11pp.)

D12. CAR BRAND LOYALTY. (Study 388. 1957. Factors involved in owner repurchase of the same brand of automobile.)

Sample of equal numbers of owners of eight brands of automobiles purchased new in 1955-56 in Chicago and Rockford, Illinois; personal interviews with 611 respondents. Study Director: Don Cahalan. Codes and cards at Roper Center, questionnaire and code book at IDL.

NORC REPORTS:

Cahalan, Don. *Owner loyalty to make of automobile*. (1957. NORC Report No. 62; this report is presently confidential.)

D13. ATTITUDES TOWARD SELLING AND SALESMEN. (Study 457. 1962)

Sponsored by the Graduate School of Business, University of Chicago. NORC did data collection only.

D14. INTER-PLANT TRANSFER: THE SIOUX CITY EXPERIENCE. (Study 474. In process)

This study is investigating the reasons why workers chose inter-plant transfer or separation at the time of the closing of the Armour and Co. packinghouse in Sioux City, Iowa. Personal interviews with a 50% sample of male workers eligible for transfer; 390 respondents. Sponsored by the Automation Fund Committee (Amalgamated Meat Cutters and Butcher Work-

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men of North America; United Packinghouse, Food and Allied Workers; and Armour and Company). Study Director: Norman M. Bradburn.

NORC REPORTS: due late in 1964.

D99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

- Caplovitz, David. *The poor pay more*. New York: The Free Press, 1963.
- . *Blue collar consumers and the installment plan*. (1963. 21pp.)
- . "The consumer problems of the poor." A paper prepared for the 1964 Conference on Consumer Education, Madison, Wis. (16pp.)
- . "The merchant and the low income consumer." A paper prepared for the 1964 Conference on Jewish Social Studies, Inc. New York. (13pp.)
- Katz, Daniel, and Herbert Hyman. "Industrial morale and public opinion methods," *IJOAR*, Vol. 1, No. 3 (1947)
- Kriesberg, Louis. "Die europäische gemeinschaft für kohle und stahl im urteil der Deutschen, 1950-1960," *Kölner Zeitschrift für soziologie und sozialpsychologie*, 11, Jahrgang 1959, Heft 3. REPRINT
- Sheatsley, Paul B. "Public support for efforts to combat unemployment." A paper delivered to the Midwest Labor Press Conference, Chicago, April, 1964. (9pp.)

E. NATIONAL AND INTERNATIONAL POLITICAL AFFAIRS

See also: A34, Section EW (*passim*), Section EP (*passim*), D11, F6, G6, G9, G13, G14, H99, I3, SRS 110, SRS 330, SRS 350.

E1. UNITED NATIONS—CINCINNATI PLAN. (Studies S-83 and S-83RL. 1947-1948)

An area sample of the city of Cincinnati. First wave was composed of personal interviews with 745 respondents; the second wave had re-interviews with 592 of the first wave respondents, plus 758 new ones. Sponsored by the American Association for the United Nations. Study Director: Shirley A. Star. Codes and cards at Roper Center.

NORC REPORTS:

Star, Shirley A. *Cincinnati looks at the United Nations*. (1947. NORC Report No. 37; microfilm copy—\$2.00)
———. *Cincinnati looks again*. (1948. NORC Report No. 37A; physical copies gratis; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

———, and Helen McGill Hughes. "Report of an educational campaign: the Cincinnati plan for the United Nations," *AJS*, Vol. 54, No. 4 (1950).

E2. POLITICAL MOTIVATION. (Study S-89. 1948)

Area sampling in Illinois, New York and California; personal interviews with 3,068 respondents. Codes and cards at Roper Center, IDL and IUC.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Sheatsley, Paul B., and Herbert H. Hyman. "The political appeal of President Eisenhower," *POQ*, Vol. 17, No. 4 (1953-54). REPRINT
Linn, Erwin L. "The influence of liberalism and conservatism on voting behavior," *POQ*, Vol. 13, No. 2 (1949).

E3. ATTITUDES TOWARD SPAIN. (Study T-46. 1946)

National quota sample; telegraphic*; 550 personal interviews. Study Director: Paul B. Sheatsley. Codes and cards at Roper Center.

NORC REPORTS:

Telegraphic survey on Spain. (1946. 11pp.)

E4. UNITED STATES RELATIONS WITH ARGENTINA. (Study T-47. 1946)

National quota sample; telegraphic; 550 personal interviews. Study Director: Paul B. Sheatsley. Codes and cards at Roper Center.

NORC REPORTS:

Public attitudes toward Argentina. (1946. 15pp.)

*"Telegraphic" surveys were those wherein the questions to be asked were telegraphed to the interviewers, the questionnaires immediately administered, and the results immediately telegraphed back to NORC. This allowed for an entire study to be conceived, set up, administered and processed in about forty-eight hours time.

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E5. UNITED STATES RELATIONS WITH ARGENTINA. (Study T-48. 1946)

National quota sample; telegraphic; 540 personal interviews. Study Director: Paul B. Sheatsley. Codes and cards at Roper Center.

NORC REPORTS: none.

E6. ATTITUDES TOWARD GREECE. (Study T-49. 1947)

National quota sample; telegraphic; 532 personal interviews. Study Director: Paul B. Sheatsley. Codes and cards at Roper Center.

NORC REPORTS: none.

E7. OCCASIONAL REPORTS ON FOREIGN POLICY. (Series FA-1, 2, 3, 4. 1942-1957)

Based on a large number of government-supported surveys of the civilian non-institutional population of the United States, aged 21 or over. Number of respondents, to personal interviews, was about 2,500 until August, 1945, and about 1,300 thereafter. Sampling was by quota until September, 1953, and by quotas within randomly selected blocks thereafter.

NORC REPORTS:

Occasional reports on foreign affairs, No. 1. United Nations. (n.d. 12pp.)

Occasional reports on foreign affairs, No. 2. United Nations. (n.d. 13pp.)

Occasional reports on foreign affairs, No. 3. Germany. (n.d. 10pp.)

Occasional reports on foreign affairs, No. 4. Foreign aid. (1957. 23pp.)

E8. POSTWAR PROBLEMS AND VOTING. (Study 153. 1947)

National quota sample; personal interviews with 1,287 respondents. Codes and cards at Roper Center.

NORC REPORTS:

The 1947 election situation. (1947. 39pp.)

E9. 1942 ELECTION. (Study 207. 1942. Opinion on the Republican Congressional primary.)

Quota control sample of the 26th Congressional District of New York; 1,517 respondents. Sponsored by Mr. James Causey. Codes and cards at Roper Center.

NORC REPORTS:

Report of a survey made in the 26th Congressional District of New York. (1942. 20pp.)

E10. EDUCATIONAL, POLITICAL AND NEGRO QUESTIONS. (Study 217. 1943)

Quota sample of a cross-section of American adults; personal interviews with 2,560 respondents. Codes and cards at Roper Center, questionnaire and code book at IDL.

NORC REPORTS:

The public looks at politics and politicians. (1944. NORC Report No. 20; microfilm copy—\$2.00)

The public looks at education. (1944. NORC Report No. 21; microfilm copy—\$2.00)

Do Negroes have equal economic opportunities? Why? (1944. NORC Report No. 22; copies gratis; microfilm copy—\$2.00)

How are Negroes treated in the United States? (n.d., not available)

Do Negroes have equal economic opportunities? (1944. 12pp.)

E11. PRE-ELECTION SURVEY. (Study 229. 1944)

Quota sampling of a cross-section of American adults; personal interviews with 2,564 respondents. Codes and cards at Roper Center and IUC.

NORC REPORTS: none.

OTHER PUBLICATIONS: see under E12.

E12. POST-ELECTION SURVEY. (Study 230. 1944)

Quota sampling of a cross-section of American adults; personal interviews with 2,030 respondents. Codes and cards at Roper Center and IUC.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Korchin, Sheldon J. "Psychological variables in the behavior of voters." Unpublished Ph.D. dissertation, Harvard University, 1946.

Ziff, Ruth. "The effect of the last three weeks of a presidential campaign on the electorate." Unpublished Master's thesis, Columbia University, 1948.

E13. EMPLOYEE ATTITUDE SURVEY. (Study 277. 1950. Attitudes of foreign service personnel.)

Stratified sample of fifty-three foreign service posts; 1,571 respondents via mailed self-administered questionnaires. Sponsored by the U. S. Dept. of State. Study Director: Paul B. Sheatsley, with Herbert Stember. Codes and cards at Roper Center.

NORC REPORTS:

Sheatsley, Paul B., and Herbert Stember. *Employee attitude survey.* (1950. 86pp.)

OTHER PUBLICATIONS:

Dept. of State, Secretary's Advisory Committee. *An improved personnel system for the conduct of foreign affairs.* Washington: Dept. of State, 1950.

E14. ATTITUDES TOWARD JEWS AND COMMUNISM. (Study 294. 1950)

Quota sample of a cross-section of the American population, plus samples of various leaders and influentials; personal interviews with 1,251 respondents, plus research. Sponsored by the Anti-Defamation League of B'nai B'rith and the American Jewish Committee. Codes and cards at Roper Center, questionnaire and code book at IDL.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Anti-Defamation League and American Jewish Committee. *Are Jews widely regarded as communists and atom spies?* New York: ADL and AJC, 1951.

Srole, Leo. *Report of the ADL-AJC national poll study of attitudes toward Jews and communism.* New York: ADL and AJC, 1951.

E15. FOREIGN POLICY. (Studies 300, 302, 303, 307, 312, 313, 341. 1951-1953)

These are some of the many government-supported surveys on foreign policy for which no reports were written, but for which the codes and cards are at Roper Center, questionnaire and code book at IDL. These surveys used quota samples for national cross-sections and employed personal interviews with about 1,250 respondents. See also E15, E17.

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E16. FOREIGN POLICY, COMMUNISM AND RELIGIOUS PREJUDICE. (Study 342. 1953)

National quota sample; personal interviews with 1,291 American adults and an additional sample of 213 white Christian Texans. Sponsored in part by the American Jewish Committee. Codes and cards at Roper Center, questionnaire and code book at IDL. See also E15, E17.

NORC REPORTS: none.

E17. FOREIGN POLICY. (Study 355. 1954)

National quota sample of American adults; personal interviews with 1,207 respondents. Codes and cards at Roper Center. See also E15, E16.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Dept. of State, Public Studies Division. *Does the U. N. help or hinder United States foreign policy?* Washington: Dept. of State, n.d.

Stein, Leonard Sidney. "Consistency of public opinion on foreign policy." Unpublished Ph.D. dissertation, Department of Political Science, University of Chicago, 1962. (Based on a number of NORC foreign policy studies.)

E18. ATTITUDES TOWARD THE COMMUNIST THREAT IN AMERICA. (Study 356. 1954)

This was a large project for which NORC did one-half of the interviewing, consisting of a national probability sample of 2,500 interviews plus a purposive sample of 1,000 leaders. Sponsored by Prof. Samuel A. Stouffer of Harvard University (with support from the Fund for the Republic). Study Director: Paul B. Sheatsley. Codes and cards at Roper Center and IUC. See also F6.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Hyman, Herbert H., and Paul B. Sheatsley. "Trends in public opinion on civil liberties," *Journal of Social Issues*, Vol. 9, No. 3 (1953).

Stouffer, Samuel A. *Communism, conformity and civil liberties*. Garden City, N. Y.: Doubleday, 1955.

_____. "What are we worried about?" *Look*, Vol. 19, No. 6 (March 22, 1955), *et seq.*

E19. CIVIL DEFENSE STUDY. (Study 392. 1956. An exploratory and developmental study of public information regarding civil defense.)

Not a rigorous sample as only a pretest was done; 113 respondents in the city of Milwaukee, its suburbs, and rural Wisconsin; extensive personal interviews. Interviewing was combined with research, reports of experts, review of FCDA materials, etc. Sponsored by the Federal Civil Defense Agency. Study Director: Shirley A. Star, with Zena Blau, David Gold and Selma Monsky.

NORC REPORTS:

Star, Shirley A. *Public information and civil defense*. (1956. NORC Report No. 59; microfilm copy—\$2.00)

E20. FIVE COUNTRY STUDY OF POLITICAL ATTITUDES. (Study 427. 1960)

NORC did only the United States part of this five country survey. Stratified, multi-stage probability sample of United States residents over the age of 18; personal interviews with 970 re-

spondents. Sponsored by the Center of International Studies, Princeton University. Study Directors: Jacob J. Feldman and Selma Monsky. Codes and cards at IDL.

NORC REPORTS: none.

PUBLICATIONS BASED IN PART ON THIS STUDY:

Almond, Gabriel A., and Sidney Verba. *The civic culture: political attitudes and democracy in five nations*. Princeton, N. J.: Princeton University Press, 1963.

E21. GRADUATE'S INTEREST IN FOREIGN SERVICE. (Study 452. 1964. Correlates of Foreign Service career choice.)

Based on the data of Study 431 (F15). Sponsored by the Committee on Foreign Affairs Personnel. Study Director: Andrew M. Greeley.

NORC REPORTS:

Kriesberg, Louis. *College graduates and foreign affairs careers*. (1962. 44pp.)

Greeley, Andrew M. *Memo: foreign service types*. (1962. 12pp.)

_____. *Preliminary tabulations on foreign service choice among June, 1961, college graduates*. (1962. 29pp.)

E99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Connelly, Gordon M., with Harry H. Field. "The non-voter—who he is, what he thinks," *POQ*, Vol. 8, No. 2 (1944).

Field, Harry H. *American public opinion and foreign policy*. (1945. 48pp.)

_____. *Do public opinion polls influence elections?* (1944? 10pp.)

_____, and Louise M. Van Patten. "If the American people made the peace," *POQ*, Vol. 8, No. 4 (1944-45). REPRINT

Katz, Elihu, and Jacob J. Feldman. "The debates in the light of research: a survey of surveys," in Sidney Kraus, ed., *The great debates: background, perspectives, effects* (Bloomington: Indiana University Press, 1962). Also appears as "The Kennedy-Nixon debates: a survey of surveys," *Studies in Public Communication*, No. 4 (Autumn, 1962). REPRINT

Report on how women say they voted in the 1940 election. (1944. 15pp.)

Rossi, Peter H. "Trends in voting behavior research." A paper presented to the meetings of the American Political Science Assn., Skytop, Pa., 1963. (13pp.)

_____. "Community power and social structure." A paper presented to the Harvard-MIT Joint Center for Urban Studies, 1962. (21pp.)

_____. "What makes communities tick?" *Public Health Reports*, Vol. 77, No. 2 (1962). REPRINT

_____. "Power and politics: a road to social reform," *Social Service Review*, Vol. 35, No. 4 (1961). REPRINT

_____. "Power and community structure," *Midwest Journal of Political Science*, Vol. 4, No. 4 (1960). REPRINT

_____. "The middle sized American city at mid-century," *Library Quarterly*, Vol. 33, No. 1 (1963). REPRINT

_____. "Can neighborhoods be saved?" A paper presented to the 4th Florence Hammersley Walker Leadership Conference, Chicago, 1962. (8pp.)

_____, and Robert A. Dentler. *Politics of urban renewal: the Chicago findings*. New York: The Free Press, 1962.

_____, and Phillips Cutright. "The impact of party organization in an industrial setting," in Morris Janowitz, ed., *Community political systems* (Glencoe: The Free Press, 1961).

SECTIONS EW AND EP: WARTIME AND POSTWAR STUDIES

During World War Two and in the postwar period, the National Opinion Research Center undertook a large number of opinion surveys for various government agencies. These were surveys of popular opinion on myriad issues of war and postwar conditions: attitudes toward the domestic restraints imposed by the war, attitudes toward our allies and enemies, attitudes toward government agencies and policies, etc.

Many of these studies did not result in formal reports of any kind, but involved only data collection or statistical runs. But the codes and cards for almost all of these studies—whether they resulted in reports or not—are on file at the Roper Center, and thus the information is readily available to interested researchers. (See Index of Studies at Roper Center, p. 70).

Rather than listing each study separately, we are here itemizing only the individual *reports* (followed, in parentheses, by the NORC study number, the date, and an indication of availability; an * indicates codes and cards at Roper Center).

SAMPLE: There was considerable variation in the size of the samples used for these studies, varying from a minimum of about 500 respondents to a maximum of about 5,000, with several sample sizes in between. Sample type, however, remained the same throughout—quota samples designed to provide national cross-sections. Where the study number is preceded or followed by the letter "T," a telegraphic survey is indicated (see footnote, p. 25).

AVAILABILITY: Those of these reports which are in the NORC Numbered Report Series are so identified, and the price for microfilm copies is given. For all other reports, they are available if the number of pages is shown, at fifteen cents per page in Xerox copies. In some cases, only microfilm copies are available, and this is noted where applicable; price for positive microfilm (35mm) is \$2.00 for any of these reports and for Xerox Copyflo, a minimum of \$2.00 with some higher. Full pricing information on request.

EW. WAR AND WAR-RELATED PROBLEMS, 1941-1945

- EW1. *The Negro looks at the war.* (Study S-1. 1942. 78pp.)
- EW2. *Memphis Negroes and the war.* (Study S-1-M. 1942. 77pp.)
- EW3. *Attitudes of certain groups toward price control and rationing.* (Study S-2. 1942. 38pp.)
- EW4. *The problem of enemy aliens along the east coast.* (Study S-3. 1942. 45pp.)
- EW5. *An effectiveness check on the United Nations radio spot campaign.* (Study S-5. 1942. 4pp.—microfilm only.)
- EW6. *Memo: some preliminary notes from a pilot study on heating problems.* (Study S-7. 1941. 2pp.)
- EW7. *Surfeit with war on the radio.* (Study S-9. 1942. 21pp.)
- EW8. *The treatment of absenteeism.* (Study S-17. 1943. Not available; see EW154.)
- EW9. *Preliminary report on absenteeism in war industries.* (Study S-17. 1943. 22pp.)
- EW10. *The Negroes' role in the war.* (Study S-18. 1943. 58pp.)
- EW11. *War information wanted.* (Study S-24. 1943. 22pp.)
- EW12. *Do plants need married women? Women consider the problem.* (Study S-29. 1943. 10pp.)
- EW13. *Resistance to taking war jobs. Preliminary report.* (Study S-29. 1943. 25pp.)
- EW14. *Resistance to taking jar jobs. Final report.* (Study S-29. 1943. Not available.)
- EW15. *Businessmen talk about Nazism and the German people.* (Study S-30. 1943. 40pp.—microfilm only.)
- EW16. *Businessmen discuss the postwar world.* (Study S-30. 1943. 24pp.—microfilm only.)
- EW17. *The security pamphlet: "a personal message."* (Study S-32. 1943. 7pp.)*
- EW18. *The effectiveness of the security pamphlet.* (Study S-32. 1943. 28pp.)*
- EW19. *The security campaign in Jacksonville, Florida.* (Study S-44. 1943. 14pp.)
- EW20. *The effect of realistic war pictures.* (Study S-45. 1943. 6pp.—microfilm only.)
- EW21. *Price panel assistants.* (Study S-49. 1944. 28pp.)
- EW22. *Grocer experience with the price control system.* (Study S-49. 1944. 20pp.)
- EW23. *The distribution of OWI car cards.* (Study S-50. 1944. 19pp.)
- EW24. *Display of an OWI poster, "The Cost of Living."* (Study S-52. 1944. 6pp.)
- EW25. *Opinions of filling station proprietors about gasoline rationing.* (Study S-63. 1944. 15pp.)
- EW26. *Evaluation report: hometown news.* (Study S-67. 1945. 49pp.)
- EW27. *A study of the cottage control conference program's impact on public opinion with regard to inflation control.* (Study S-68. 1945. 48pp.)
- EW28. *People's attitudes toward the government's war information policy.* (Study T-1. 1942. 38pp.)
- EW29. *Trends in American public opinion since Pearl Harbor.* (Study T-1. 1942. 35pp.—microfilm only.)
- EW30. *The home front.* (Study T-1. 1942. 58pp.)
- EW31. *Participation in the scrap rubber salvage campaign and attitudes toward gasoline rationing.* (Study T-5. 1942. 24pp.—microfilm only.)

Section EW

- EW32.** *Do Americans support gasoline rationing?* (NORC Report No. 15. Study T-6. 1943. microfilm copy—\$2.00)
- EW33.** *News policy and the early August war picture.* (Study T-8. 1942. 11pp.—microfilm only.)
- EW34.** *Public opinion after two weeks of nationwide gasoline rationing.* (Study T-16. 1942. 16pp.)
- EW35.** *Public attitudes toward the ban on pleasure driving and the equalization of the gasoline ration. Preliminary report.* (Study T-16. 1943. 9pp.)
- EW36.** *Public attitudes toward the ban on pleasure driving and the equalization of the gasoline ration. Final report.* (Study T-16. 1943. 21pp.)
- EW37.** *Trends in attitudes toward the progress of the war.* (Study T-17. 1942. 13pp.)
- EW38.** *Public preparedness for point rationing.* (Study T-17. 1942. 30pp.)
- EW39.** *American willingness to implement the peace.* (Study T-18. 1943. 49pp.)
- EW40.** *Trends in opinion on food wastage in army camps.* (Study T-20. 1943. 7pp.)
- EW41.** *Effectiveness of the campaign to collect waste fats.* (Study T-20. 1943. 13pp.)
- EW42.** *American women's opinion on sugar and coffee rationing.* (Study T-20. 1943. 5pp.)
- EW43.** *American women's attitude toward food rationing and family health.* (Study T-20. 1943. 6pp.)
- EW44.** *U. S. government campaign on waste kitchen fats.* (Study T-20. 1943. 12pp.)
- EW45.** *Commodity shortages and service difficulties.* (Study T-22. 1943. 12pp.)
- EW46.** *New customer problems under rationing.* (Study T-22. 1943. 24pp.)
- EW47.** *Women appraise the food situation.* (Study T-22. 1943. 30pp.)
- EW48.** *Better breakfasts: a wartime need.* (Study T-22. 1943. 12pp.)
- EW49.** *Supplementary report on better breakfasts.* (Study T-22. 1943. 6pp.)
- EW50.** *Community price ceilings—the consumer's point of view.* (Study T-22. 1943. 12pp.)
- EW51.** *Community price ceilings—the retailer's point of view.* (Study T-22. 1943. 34pp.)
- EW52.** *Home canning plans of American women.* (Study T-22. 1943. 7pp.)
- EW53.** *Current problems of car up-keep.* (Study T-23. 1943. 8pp.)
- EW54.** *Food production.* (Study T-24. 1943. 3pp.)
- EW55.** *The extent to which blue ration stamps are used up.* (Study T-24. 1943. 6pp.)
- EW56.** *Knowledge of "The Basic Seven."* (Study T-24. 1943. 4pp.)
- EW57.** *A consumer check on the tin salvage campaign.* (Study T-25. 1943. 13pp.)
- EW58.** *Effectiveness of the fat collection campaign.* (Study T-25. 1943. 7pp.)
- EW59.** *Housewife's awareness of food waste.* (Study T-25. 1943. 9pp.)
- EW60.** *Public appreciation of the problem of inflation. Preliminary report.* (Study T-26. 1943. 36pp.—microfilm only.)
- EW61.** *Public appreciation of the problem of inflation.* (Study T-26. 1943. 41pp.)
- EW62.** *Public appreciation of the problem of inflation. A continuing study.* (Study T-26. 1943. 25pp.)
- EW63.** *Public appraisal of war news.* (Study T-27. 1943. 25pp.)
- EW64.** *Consumer attitudes toward rationing and related problems.* (Study T-28. 1943. 16pp.)
- EW65.** *Civilian support of food shipments abroad.* (Study T-28. 1943. 11pp.)

- EW66.** *Willingness of women to take war jobs.* (Study T-28. 1943. 9pp.)
- EW67.** *Women's awareness of the food campaign.* (Study T-28. 1943. 13pp.)
- EW68.** *Car owners look at the tire situation.* (Study T-29. 1943. 12pp.)
- EW69.** *Acceptance and knowledge of gasoline rationing.* (Study T-29. 1943. 23pp.)
- EW70.** *Practices in food conservation.* (Study T-30. 1944. 11pp.)
- EW71.** *Food on the fighting front.* (Study T-30. 1944. 7pp.)
- EW72.** *Women report on canning.* (Study T-30. 1944. 12pp.)
- EW73.** *The waste paper drive.* (Study T-31. 1944. 12pp.)
- EW74.** *Progress of the fats collection campaign.* (Study T-31. 1944. 6pp.)
- EW75.** *Trends in confidence in the allies.* (Study T-32. 1944. 9pp.)
- EW76.** *Public participation in the government war programs.* (Study T-32. 1944. 11pp.)
- EW77.** *Radio surfeit.* (Study T-32. 1944. 7pp.)
- EW78.** *Public preference in magazine fiction.* (Study T-32. 1944. 4pp.)
- EW79.** *Public appraisal of war information.* (Study T-32. 1944. 20pp.)
- EW80.** *Public attitudes toward the food situation.* (Study T-33. 1944. 29pp.)
- EW81.** *Victory gardens, home canning, and salvage campaigns.* (Study T-33. 1944. 9pp.)
- EW82.** *Public attitudes toward the manpower situation.* (Study T-33. 1944. 8pp.)
- EW83.** *Attitudes toward "The Japanese in Our Midst."* (NORC Report No. 33. Studies J-1 to J-5. 1946. Microfilm copy—\$2.00)
- EW84.** *Japan and the postwar world.* (NORC Report No. 32. Studies J-1 to J-5. 1946. Microfilm copy—\$2.00)
- EW85.** *Japanese questions: report of Survey J-1.* (Study J-1. 1943. 41pp.)
- EW86.** *Preliminary report on Survey J-2—"Resettlement."* (Study J-2. 1943. 9pp.)
- EW87.** *Second (and final) report on Survey J-2—"Resettlement."* (Study J-2. 1943. 23pp.)
- EW88.** *First report on Survey J-3—"Resettlement."* (Study J-3. 1943. 18pp.)
- EW89.** *Second (and final) report on Survey J-3—"Resettlement."* (Study J-3. 1943. 23pp.)
- EW90.** *Report on Survey J-4—"Agriculture."* (Study J-4. 1943. 30pp.)
- EW91.** *Report on Survey J-5—"Agriculture."* (Study J-5. 1943. 27pp.)
- EW91a.** *Pacific coast attitudes toward the Japanese problem.* (Study PC-1. 1942. 13pp.)
- EW92.** *Public opinion in wartime Britain, I: Attitudes toward rationing and other restrictions.* (Study MS-1. 1943. 14pp.)
- EW93.** *Public opinion in wartime Britain, II: Attitudes toward the United States and Russia.* (Study MS-1. 1943. 15pp.)
- EW94.** *One week before war was declared.* (NORC Report No. 1. Study 102. 1941. Microfilm copy—\$2.00)*
- EW95.** *Anti-semitic and radio versus newspaper questions.* (Study 102. 1942. 3pp.)*
- EW96.** *Negro attitudes toward the war.* (Study 103. 1942. 8pp.)*
- EW97.** *Negro attitudes toward certain war-connected problems.* (Study 103. 1942. 38pp.)*
- EW98.** *Reactions of the public to the problem of aliens in this country.* (Study 103. 1942. 20pp.—microfilm only.)*
- EW99.** *How the populace regards the government's handling of war news.* (Study 103. 1942. 11pp.—microfilm only.)*

Section EW

- EW100.** *Public reaction to the president's report to Congress on the state of the nation.* (Study 104-T. 1942. Not available.)
- EW101.** *Public attitudes toward civilian defense.* (Study 106. 1942. 15pp.)
- EW102.** *Public attitudes toward price regulation and rationing.* (Study 106. 1942. 6pp.)
- EW103.** *Public attitudes toward certain war-connected problems.* (Study 106. 1942. Not available.)
- EW104.** *Government handling of Pearl Harbor and Philippine news.* (Study 106. 1942. 21pp.)
- EW105.** *Urban-rural differences in people's attitudes toward the war and related matters.* (Study 106. 1942. 60pp.—microfilm only.)
- EW106.** *Public reactions to the sale of defense bonds and stamps.* (Study 106. 1942. 37pp.)
- EW107.** *Some preliminary indications of U. S. attitudes toward our allies—Britain, Russia, and China.* (Study 107. 1942. 14pp.—microfilm only.)
- EW108.** *The peace settlement and the postwar world.* (Study 107. 1942. 73pp.)
- EW109.** *A study of the effect of German and Italian origin on certain war attitudes.* (Study 107. 1942. 30pp.)
- EW110.** *Women and the war: Summary.* (Study 107. 1942. 39pp.—microfilm only.)
- EW111.** *Women and the war: Appendix IIa, Statistical tables.* (Study 107. 1942. 106pp.—physical or microfilm.)
- EW112.** *Women and the war: Appendix IIb, Statistical tables.* (Study 107. 1942. 90pp.—physical or microfilm.)
- EW113.** *The president's "map" speech audience.* (Study 108. 1942. 18pp.—microfilm only.)
- EW114.** *The audience of the government's "This the War" radio program.* (Study 108. 1942. 23pp.)
- EW115.** *The nature of the enemy and the fighting job.* (Study 108. 1942. 30pp.)
- EW116.** *The public looks at world organization.* (NORC Report No. 19. Study 109. 1944. microfilm copy—\$2.00)
- EW117.** *The Japanese problem.* (Study 109. 1942. Not available.)
- EW118.** *Public attitudes toward strategy and tactics.* (Study 109. 1942. 38pp.)
- EW119.** *The government's war information policy.* (Study 110. 1942. 56pp.)
- EW120.** *The united nations.* (Study 111. 1942. 82pp.—microfilm only.)
- EW121.** *War-time labor problems, Section I.* (Study 112. 1942. 41pp.—physical or microfilm.)
- EW122.** *War-time labor problems, Section II.* (Study 112. 1942. 31pp.—physical or microfilm.)
- EW123.** *War-time labor problems, Appendix I.* (Study 112. 1942. 91pp.—microfilm only.)
- EW124.** *Effect of a Russian defeat on the progress of the war.* (Study 115. 1942. 12pp.)
- EW125.** *Gasoline rationing.* (Study 115. 1942. 14pp.)
- EW126.** *Memo: the public looks at manpower problems.* (Study 119. 1943. 40pp.)
- EW127.** *Memo: public reaction to the draft and selective service.* (Study 119. 1943. 17pp.)
- EW128.** *Memo: public estimate of war posters' effectiveness.* (Study 121. 1943. 9pp.)
- EW129.** *Memo: public attitudes toward military news.* (Study 121. 1943. 8pp.)
- EW130.** *Memo: public attitudes toward government radio spokesman.* (Study 121. 1943. 33pp.)
- EW131.** *Memo: the people appraise their war information.* (Study 121. 1943. 12pp.)

- EW132. *Memo: the American people view our Russian ally.* (Study 122. 1943. 13pp.)
- EW133. *Memo: attitudes toward war news and Navy information policy.* (Study 125. 1943. 20pp.)
- EW134. *Memo: public attitudes toward a negotiated peace and current military strategy.* (Study 125. 1943. 21pp.)
- EW135. *Memo: attitudes toward the international problem.* (Study 121. 1943. 21pp.)
- EW136. *Memo: public attitudes on some labor and business problems.* (Study 121. 1943. 11pp.)
- EW137. *Memo: attitudes toward the Moscow Conference and international cooperation.* (Study 126. 1943. 23pp.)
- EW138. *Memo: surfeit with the government's war message.* (Study 126. 1943. 26pp.)
- EW139. *Memo: the information program and people's attitudes toward inflation.* (Study 128. 1944. 34pp.)
- EW140. *Memo: the gasoline conservation program.* (Study 129. 1944. 33pp.)
- EW141. *For the record . . . public opinion misses on Russia but scores on world organization.* (NORC Report No. 27. Study 132. 1945. Microfilm copy—\$2.00)*
- EW142. *Anti-inflation measures: report of a national survey to determine public opinion on tax proposals, wartime regulation of prices, incomes and profits.* (NORC Reports No. 4 & 4S. Study 204. 1942. Microfilm copy—\$2.00)*
- EW143. *Public opinion on control of prices . . . wages . . . salaries . . . during war and reconversion.* (NORC Report No. 26. Study 204. 1945. Microfilm copy—\$2.00)*
- EW144. *What the people of a large "war community" know and think and feel about the U. S. Army.* (Study 214. 1943. 52pp.)*
- EW145. *What the people of Dayton think about Dayton's war production and war-time conditions in Dayton.* (Study 214. 1943. 21pp.)*
- EW146. *Soldier opinion about U.S.O. clubs.* (Study 215. 1943. 53pp.)
- EW147. *Public attitudes toward subsidies . . . prices . . . wages and salaries.* (NORC Report No. 17. Study 220-T. 1943. Microfilm copy—\$2.00)*
- EW148. *Should soldiers vote?* (NORC Report No. 18. Study 222-T. 1944. Microfilm copy—\$2.00)*
- EW149. *John Q. Citizen views some problems of the coal mining industry.* (Study 227. 1944. 49pp.)*
- EW150. *People's views on the sabotage danger.* (Study 115. 1942. 9pp.)
- EW151. *Public awareness of reverse Lend-Lease.* (Study T-24. 1943. 19pp.)
- EW152. *Public attitudes on some labor and business problems.* (Study T-26. 1943. 11pp.)
- EW153. *Public knowledge of Lend-Lease and reverse Lend-Lease.* (Study 126. 1943. 6pp.)
- EW154. *Absenteeism; supplementary tables.* (Study S-17. 1943. 46pp.)
- EW155. *American attitudes toward the British; preliminary report.* (Study 122. 1943. 18pp.)
- EW156. *American attitudes toward the British.* (Study 122. 1943. 22pp.)
- EW157. *Attitudes toward international problems.* (Study 125. 1943. 21pp.)
- EW158. *Trends in attitudes toward the progress of the war.* (Study 125. 1943. 9pp.)
- EW159. *Public appraisal of war information.* (Study 128. 1944. 20pp.)
- EW160. *What the civilian thinks.* (Study 130. 1944. 55pp.)

EP. POSTWAR PROBLEMS, FOREIGN AND DOMESTIC, 1942-1950

- EP1.** *"The only thing we have to fear is fear itself"—what people know and think about the bomb and atomic energy.* (Study MS-2. 1946. 75pp.)
- EP2.** *Trends in opinion toward the United Nations and postwar organization.* (Study 114. 1942. 31pp.—microfilm only.)
- EP3.** *Where UNESCO begins: the climate of opinion in the United States and other countries.* (NORC Report No. 34. Study 150. 1947. Microfilm copy—\$2.00)*
- EP4.** *UNESCO and public opinion today.* (NORC Report No. 35. Study 150. 1947. Microfilm copy—\$2.00)*
- EP5.** *UNESCO and public opinion today: a summary.* (Study 150. 1947. 19pp.)*
- EP6.** *Report on a nation-wide survey on current and postwar problems.* (NORC Report No. 2. Study 201. 1942. Microfilm copy—\$2.00)*
- EP7.** *Special graphic supplement on current and postwar problems.* (NORC Report No. 6. Study 201. 1942. Microfilm copy—\$2.00)*
- EP8.** *The reconversion period from war to peace.* (NORC Report No. 9. Study 201. 1943. Microfilm copy—\$2.00)*
- EP9.** *Has the United States any territorial ambitions?* (NORC Report No. 13. Study 201. 1943. Microfilm copy—\$2.00)*
- EP10.** *Germany and the postwar world.* (NORC Report No. 24. Study 201. 1945. Microfilm copy—\$2.00)*
- EP11.** *Regional opinion on vital economic and political questions: Rocky Mountain attitudes toward postwar federal problems (includes supplement on attitudes regarding federal vs. state regulation).* (NORC Reports No. 3 & 3S. Study 202. 1942. Microfilm copy—\$2.00)*
- EP12.** *A nationwide survey of postwar and current problems.* (NORC Report No. 5. Study 202. 1942. Microfilm copy—\$2.00)*
- EP13.** *Public opinion on world organization up to the San Francisco conference.* (NORC Report No. 25. Study 208. 1945. Microfilm copy—\$2.00)*
- EP14.** *War and peace—1943 edition.* (NORC Report No. 8. Study 210. 1943. Microfilm copy—\$2.00)*
- EP15.** *Are wars inevitable?* (NORC Report No. 16. Study 210. 1943. Microfilm copy—\$2.00)*
- EP16.** *Should price and rent controls be continued?* (NORC Report No. 30. Study 210. 1946. Microfilm copy—\$2.00)*
- EP17.** *Should we return to rationing?* (NORC Report No. 31. Study 210. 1946. Microfilm copy—\$2.00)*
- EP18.** *A report to the Carnegie Endowment for International Peace on a survey of public opinion in Colorado on certain postwar problems.* (Study 212. 1943. 65pp.)*
- EP19.** *Shall we try to collect reparations from Germany?* (Study 212. 1943. 6pp.)*
- EP20.** *To collect or not to collect for Lend Lease.* (Study 212. 1943. 7pp.)*
- EP21.** *Tariffs versus competitive trade.* (Study 212. 1943. 6pp.)*
- EP22.** *Should the churches plan for peace?* (NORC Report No. 10. Study 213. 1943. Microfilm copy—\$2.00)*
- EP23.** *Lend-Lease to England: what are we getting?—what should we get?* (NORC Report No. 11. Study 213. 1943. Microfilm copy—\$2.00)*

Section EP

- EP24.** *Attitudes toward the axis peoples.* (NORC Report No. 12. Study 213. 1943. Microfilm copy—\$2.00)*
- EP25.** *The American people and the war effort.* (NORC Report No. 14. Study 213. 1943. Microfilm copy—\$2.00)*
- EP26.** *The public looks at education.* (NORC Report No. 21. Study 213. 1943. Microfilm copy—\$2.00)*
- EP27.** *Compulsory military training in peacetime?* (NORC Report No. 23. Study 228. 1944. Microfilm copy—\$2.00)*
- EP28.** (Also based on Study 228: Paul F. Lazarsfeld and Harry Field, *The people look at radio.* Chapel Hill: University of North Carolina Press, 1946.)*
- EP29.** *Attitudes of the American public regarding Palestine and the Jews.* (Study 231. 1944. 19pp.)*
- EP30.** *Can the United Nations Organization prevent wars?* (NORC Report No. 29. Study 234. 1946. Microfilm copy—\$2.00)*
- EP31.** *The public looks at trade and tariff problems.* (NORC Report No. 36. Study 243. 1946. Microfilm copy—\$2.00)*
- EP32.** *Public attitudes toward foreign trade.* (Study 243. 1946. 21pp.)*
- EP33.** *Why we are losing in Germany.* (Studies 280 & 281. 1950. Not available.)*

F. EDUCATION

See also: A25, A34, B1, B7, C3, E10, E18, EP26, G14, SRS 100, SRS 160, SRS 280, SRS 330.

F1. READING HABITS. (Study S-64. 1945)

Interviews with 2,114 respondents in 17 cities. Sponsored by the American Library Association and 17 cooperating city libraries.

NORC REPORTS:

What . . . where . . . why do people read. (1946. NORC Report No. 28; microfilm copy—\$2.00)

Do people use their public libraries, I. (1945. 23pp.)

Do people use their public libraries, II. (1945. 28pp.)

F2. 4-E CONTRACT. (Study S-95. 1949. Faculty reaction to a new type of employment contract wherein faculty receive a set salary and all other earnings go to the university.)

Random sample of one-half of the University of Chicago faculty of rank of assistant professor or higher; 233 respondents to mailed self-administered questionnaires. Sponsored by the University of Chicago. Study Director: Josephine J. Williams.

NORC REPORTS:

Williams, Josephine J. *Faculty opinion of the 4-E contract.* (1949. NORC Report No. 40; microfilm copy—\$2.00)

F3. DENVER ADULT EDUCATION NEEDS. (Study 101. 1941)

Quota sample of Denver adults, aged 18 to 50, with the lowest economic stratum omitted; personal interviews with 1,019 respondents. Sponsored by the University of Denver.

NORC REPORTS:

The findings of a survey on night school education in Denver. (1941. 18pp.)

F4. SCHOOL LIFE READERSHIP. (Study 306. 1951)

Random list sample of 143 subscribers to *School Life* magazine, plus 327 respondents selected from certain types of school personnel, either on the free distribution list of the magazine or with easy access to it. Sponsored by the U. S. Office of Education. Study Director: Jacob J. Feldman.

NORC REPORTS:

Feldman, Jacob J. *The readership of School Life.* (1951. NORC Report No. 45; Microfilm copy—\$2.00)

F5. ATTITUDES OF PROMINENT CHICAGO AREA CITIZENS TOWARD PROBLEMS OF HIGHER EDUCATION IN THE CHICAGO AREA. (Study 360. 1954)

List sample of 85 per cent of the members of the Citizens Board of the University of Chicago; personal interviews with 304 respondents. Also interviews with 156 other prominent citizens of Chicago and 31 women who had indicated an interest in the activities and program of the University. Sponsored by the Development Office of the University of Chicago. Study Director: Patricia Collette.

NORC REPORTS:

Collette, Patricia. *Attitudes of prominent citizens toward problems of higher education in the Chicago area.* (1954. NORC Report No. 53; microfilm copy—\$2.00)
Over-all totals for personal interview survey of prominent citizens' attitudes toward problems of higher education in the Chicago area. (1954. 48pp.)

F6. ACADEMIC FREEDOM AMONG TEACHERS IN COLLEGES AND UNIVERSITIES. (Study 368. 1955)

Sample of colleges and universities furnished by the sponsor; personal interviews with 1,240 respondents. Another 1,164 interviews were conducted by Roper and Associates, with whom NORC shared this study. Sponsored by the Fund for the Republic. Study Director: Paul B. Sheatsley. See also E18.

NORC REPORTS: none.

OTHER PUBLICATIONS BASED IN PART ON THIS STUDY:

Lazarsfeld, Paul F., and Wagner Thielens. *The academic mind.* Glencoe: The Free Press, 1958.

F7. CONNECTICUT CITIZENS SCHOOL COMMITTEE. (Study 407. 1959)

A bibliographic search and review, and preliminary analysis of the relevant literature; the remainder of the proposed study was not done. Sponsored by the Fund for the Advancement of Education. Study Director: Peter H. Rossi, with Edna Raphael and James A. Davis.

NORC REPORTS:

Rossi, Peter H., Edna Raphael and James A. Davis. *Social factors in academic achievement.* (1959. 116pp. Copy available gratis.)

F8. EVALUATION OF THE GREAT BOOKS PROGRAM. (Study 408. 1958)

Stratified probability sample of Great Books groups; self-administered questionnaire from 1,909 respondents in 172 groups. Sponsored by the Fund for Adult Education. Study Director: James A. Davis, with Ruth Ursula Gebhard. See also F9.

NORC REPORTS:

Davis, James A. *The Great Books Program.* (1958. NORC Report No. 68; Microfilm copy—\$2.75.)

OTHER PUBLICATIONS:

———. *A study of the participants in the Great Books Program.* White Plains, N. Y.: Fund for Adult Education, 1960.

Gebhard, Ruth Ursula. "Patterns of participation among wives and husbands in discussion groups." Unpublished Master's thesis, Department of Sociology, University of Chicago, 1959.

F9. SUPPLEMENT TO STUDY 408. (Study 408-B. 1960)

Continuing statistical analysis of the Study 408 (F8) data, plus a follow-up survey of the groups and individual participants from that study. Membership status of those in the Study 408 sample determined by self-administered questionnaires sent to group leaders. Sponsored by the Fund for Adult Education. Study Director: James A. Davis, with Ruth Ursula Gebhard, Herbert Hamilton, Carolyn Huson and Joe L. Spaeth. See also F8.

Section F

NORC REPORTS:

Davis, James A. *Great books and small groups: studies of the dynamics of participation in a program of adult liberal education.* (1959. NORC Report No. 72; Microfilm copy—\$3.25.)

OTHER PUBLICATIONS:

- . *Great books and small groups.* New York: The Free Press, 1961.
- . "Great books and small groups," in Phillip E. Hammond, ed., *Chronicles of research* (New York: Basic Books, forthcoming).
- . "Compositional effects, role systems, and the survival of small discussion groups," *POQ*, Vol. 25, No. 4 (1961). First presented as a paper—"Group climates and the survival of small groups"—to the 1960 AAPOR-WAPOR Conference. REPRINT
- , Joe L. Spaeth and Carolyn Huson. "A technique for the analysis of the effect of group composition on a dependent attribute," *ASR*, Vol. 26, No. 2 (1961). First presented as a paper to the annual meeting, ASA, Chicago, 1959. REPRINT
- Beale, Lathrop V. "Local cosmopolitan orientation in Great Books participants: an introductory analysis," *Studies in public communication*, No. 2 (Summer 1959).
- . "Religiousness and integration into the local community." Unpublished Ph.D. dissertation, Department of Sociology, University of Chicago, 1962.

F10. A STUDY OF SOCIAL CLIMATES IN HIGH SCHOOLS. (Study 412. 1958. The factors motivating choice of college and choice of major in college.)

Sample of 8,500 college-bound high school seniors in nine northern Illinois high schools; self-administered questionnaires. Questionnaires also given to these students' parents and teachers, a small subsample of whom were personally interviewed. The students received another questionnaire during their freshman year in college. Sponsored by the College Entrance Examination Board. Study Directors: Peter H. Rossi and James S. Coleman, with Phillips Cutright and Walter Wallace. See also SRS 620.

NORC REPORTS: none.

OTHER PUBLICATIONS:

- Coleman, James S., John W. C. Johnstone, and Kurt Jonassohn. *The adolescent society: the social life of the teenager and its impact on education.* New York: The Free Press, 1961.
- Rossi, Peter H. "Advantaged students and nonintellectual attitudes," in College Entrance Examination Board, ed., *The search for talent* (New York: C.E.E.B., 1960).
- Cutright, Phillips. "Student's decision to attend college," *Journal of Educational Sociology*, Vol. 33, No. 6 (Feb., 1960). REPRINT

F11. EFFECTS OF THE NIH'S TRAINING GRANTS PROGRAM UPON THE MEDICAL, HEALTH AND GRADUATE SCHOOLS OF THE UNITED STATES. (Study 414. 1959)

This study was done under a planning grant, and the full survey was never done; the publications listed below were based on research of the literature and reanalysis of NORC data on medical students. Sponsored by NIH. Study Director: Louis Kriesberg. See also B7.

NORC REPORTS:

Studies in Medical Education (1959):

- Kriesberg, Louis, and Larry Rosenberg. "The impact of federal grants on medical education: an essay and annotated bibliography." (41pp.)
- , and Lathrop V. Beale. "Career specification among medical students." (Also published in the *Journal of Health and Human Behavior*, Vol. 3, No. 3 [Fall, 1962].) REPRINT

- Beale, Lathrop V., and Louis Kriesberg. "Career-relevant values among medical students: a research note." (Also published in the *Journal of the American Medical Association*, Vol. 171 [Nov., 1959].) REPRINT
- Kriesberg, Louis, and Lathrop V. Beale. "Preferences and expectations concerning individual practice among medical students: a research note." (8pp.)

F12. ECONOMIC FACTORS AFFECTING GRADUATE STUDENT CAREERS. (Study 415. 1961. The finances and financial problems of arts and science graduate students.)

A stratified, systematic sample of 25 universities, and a systematic sample of 2,842 graduate students in the traditional arts and sciences in those universities; self-administered questionnaires. Sponsored by the National Research Council, the Social Sciences Research Council, the National Academy of Sciences, the American Council of Learned Societies, and the Fund for the Advancement of Education. Study Director: James A. Davis, with Joe L. Spaeth, David Gottlieb, and Jan Hajda. Questionnaire and code book at IDL. See also F25.

NORC REPORTS:

- Davis, James A. *Stipends and spouses: the consumer finances of graduate study in America.* (1961. NORC Report No. 74, 2 vols.; microfilm copy—\$3.25)
- . *Occupational values, occupational images, and preferences for academic jobs among arts and science graduate students.* (1964. 19pp.)
- Spaeth, Joe L. *Graduate students in history.* (n.d. 31pp.)

OTHER PUBLICATIONS:

- Davis, James A. *Stipends and spouses: the finances of American Arts and Science graduate students.* Chicago: University of Chicago Press, 1962.
- , and Others. "A formal interpretation of the theory of relative deprivation," *Sociometry*, Vol. 22, No. 4 (1959). REPRINT
- . "Locals and cosmopolitans in American graduate schools," *International Journal of Comparative Sociology*, Vol. 2, No. 2 (1961). (Also presented as a paper—"Teachers vs. researchers-locals and cosmopolitans in graduate schools"—to the annual meeting of ASA, 1960.) REPRINT
- . "Reference groups and relative deprivation among American graduate students." Presented as a paper to the 16th annual conference of AAPOR, Berkeley, Calif., 1961. REPRINT
- Hajda, Jan. "Alienation and integration of student intellectuals," *ASR*, Vol. 26, No. 5 (1961).
- . "Intellectual orientations of graduate students." A paper presented to the 54th annual meeting of ASA, Chicago, 1959. (17pp.)
- Gottlieb, David. "Morale: the American soldier and the American graduate student." A paper presented to the annual institute of the Society for Social Research, University of Chicago, 1959.
- , and Joe L. Spaeth. "The carrot and the stick: income, income expectations, and career progress among graduate students." A paper presented to the Midwest Sociological Society, St. Louis, 1960. (16pp.)
- . "The socialization process in American graduate schools." A paper presented to the annual meeting of ASA, New York, 1960.
- Spaeth, Joe L. "Value orientations and career preferences of graduate students, I, II." Two papers presented to the annual meetings of the ASA, Chicago, 1959, and New York, 1960. (27pp.)
- Zelan, Joseph. "Correlates of religious apostasy." A paper presented to the annual institute of the Society for Social Research, University of Chicago, 1960. (14pp.)
- Erbe, William. "Student integration and departmental cohesiveness in American graduate schools." Unpublished Ph.D. dissertation, Dept. of Sociology, University of Chicago, 1961.
- Spaeth, Joe L. "Value orientations and academic career plans: structural effects on the careers of graduate students." Unpublished Ph.D. dissertation, Dept. of Sociology, University of Chicago, 1961.
- Gottlieb, David. "Processes of socialization in the American graduate school." Unpublished Ph.D. dissertation, Dept. of Sociology, University of Chicago, 1960.

Section F

F13. EVALUATION OF WORK-STUDY PROGRAMS IN HIGHER EDUCATION. (Study 420. 1958)

Personal interviews with predesignated individuals from lists of graduates for selected years for colleges—matched for size and type—with and without work-study programs; 486 respondents. Sponsored by the Fund for the Advancement of Education. Study Directors: Paul N. Borsky and Ann F. Brunswick.

NORC REPORTS:

Study of cooperative education: final staff report. (1960. 248pp.)

OTHER PUBLICATIONS:

Wilson, James W., and Edward M. Lyons. *Work-study college programs: appraisal and report of the study of cooperative education.* New York: Harper, 1961.

Tyler, Ralph W., and Annice L. Mills. *Report on cooperative education.* New York: Thomas Alva Edison Foundation, 1961.

F14. SOCIAL CHARACTERISTICS OF THE 1960 GRADUATING CLASS OF THE UNIVERSITY OF CHICAGO. (Study 430. 1960. Reactions of the graduating class to the university and its services.)

A total sample of all candidates for the baccalaureate degree, April, 1960; 165 males and 118 females. Data collected by the Office of the Registrar, University of Chicago. Sponsored by the University of Chicago. Study Directors: James A. Davis and Richard McKinlay.

NORC REPORTS:

McKinlay, Richard, and James A. Davis. *A survey of the University of Chicago class of 1960.* (1961. NORC Report No. 77; physical copies gratis; microfilm copy—\$2.00)

F15. COLLEGE CAREER PLANS. (Study 431. 1960. First of a series of surveys designed to measure, over time, the educational and career plans, expectations, and activities of the June 1961 college graduates.)

Probability sample of June 1961 baccalaureate recipients, and of degree-granting colleges and universities; 33,982 respondents from 135 institutions; self-administered questionnaires. Sponsored by the Office of Education, U. S. Dept. of HEW, and NIH. Study Directors: James A. Davis and Norman M. Bradburn, with Richard McKinlay and Joseph Zelan. See also E21, F21, F22, F24, F28.

NORC REPORTS:

Davis, James A., and Norman M. Bradburn. *Great aspirations: career plans of America's June 1961 college graduates. Preliminary report.* (1961. NORC Report No. 82; Microfilm copy—\$2.00)

Davis, James A. *Great aspirations, volume one: career decisions and educational plans during college.* (1963. NORC Report No. 90.) This report is to be published as the first two numbers of the NORC Monographs in Social Research (Chicago: Aldine Pubg. Co., fall, 1964), under the titles (1) *Great aspirations: the graduate school plans of America's college seniors*, and (2) *Undergraduate career decisions: correlates of occupational preference.*

McKinlay, Richard. *Students at the midway: a survey of the graduate study plans of the University of Chicago class of June, 1961.* (1961. NORC Report No. 86; physical copies gratis; microfilm copies—\$2.00)

OTHER PUBLICATIONS:

Davis, James A., and Norman M. Bradburn. "Great aspirations: the career plans of America's June, 1961, college graduates," *Vocational Guidance Quarterly* (Spring, 1962).

- _____ "Higher education: selection and opportunity," *The School Review*, Vol. 71, No. 3 (1963). REPRINT
- _____ "Intellectual climates in 135 American colleges and universities: a study in social psychophysics," *Sociology of Education*, Vol. 37, No. 2 (Winter, 1963). REPRINT
- _____ "The role of higher education in career allocation." A paper presented at the ASA meetings, Los Angeles, August, 1963. REPRINT
- _____ "On the congruence between occupational values and occupational choice: a panel study of June 1961 college graduates." A paper presented to the annual meetings of the American Psychological Association, Philadelphia, 1963. REPRINT
- Greeley, Andrew M. *Religion and career: a study of college graduates*. New York: Sheed and Ward, 1963.
- _____ "A note on the origins of religious differences," *Journal for the Scientific Study of Religion*, Vol. 3, No. 1 (Fall, 1963). REPRINT
- _____ "Anti-intellectualism in Catholic colleges," *American Catholic Sociological Review*, Vol. 23, No. 4 (1962). REPRINT
- _____ "Catholic scholars of tomorrow: report on a survey," *The Critic*, Vol. 20, No. 5 (1962). REPRINT
- _____ "The influence of the 'religious factor' on the career plans and occupational values of college graduates," *AJS*, Vol. 68, No. 5 (1963). REPRINT
- _____ "Some information on the present situation of American Catholics," *Social Order*, Vol. 13, No. 4 (1963). REPRINT
- _____ "Catholic colleges: a system in transition," *Journal of Higher Education*, Vol. 34, No. 3 (1963). REPRINT
- _____ "The influence of religion on the career plans and occupational values of June 1961 college graduates." Unpublished Ph.D. dissertation, Department of Sociology, University of Chicago, 1961.
- _____ *Criticism of undergraduate faculty by graduates of Catholic colleges*. (1964. 21pp.)
- _____ *A note on church attendance of arts and science graduate students in the top twelve graduate schools*. (1964. 12pp.)
- Nichols, Robert C., and James A. Davis. "Characteristics of students of high academic aptitude," *Personnel and Guidance Journal*, Vol. 42, No. 8 (1964).
- Rossi, Peter H., James A. Davis and Richard J. McKinlay. "Social characteristics of 1961 college graduates entering the field of education." A paper presented at the National Society of College Teachers of Education Meetings, Chicago, 1962 (7pp.)
- Zelan, Joseph. "Intellectual attitudes and suburban residence." A paper presented to the 58th annual meeting of ASA, Los Angeles, 1963. (16pp.)
- Treiman, Donald J. "Social origins and choice for academic careers." A paper presented to the 58th annual meeting of ASA, Los Angeles, 1963. (25pp.)
- Hesslink, George K. "Some correlates of self-conception among college seniors." Unpublished Master's thesis, Dept. of Sociology, Univ. of Chicago, 1962.

F16. REACTIONS OF COLLEGE ECONOMICS TEACHERS TO MATERIALS OF THE AMERICAN IRON AND STEEL INSTITUTE. (Study 433. 1960. To facilitate design of a college-level economics program.)

One sample drawn from economics instructors who were members of the American Economic Assn.; 250 personal interviews. Another sample drawn from sponsor's mailing lists; 150 personal interviews with subscribers. Sponsored by the American Iron and Steel Institute. Study Directors: Ann F. Brunswick and Paul B. Sheatsley.

NORC REPORTS:

This study and the two reports written for it are presently confidential, but the following summary is available: *Summary of a personal interview study of college economics teachers*. (6pp.)

F17. OFFICE, RESEARCH, TEACHING SPACE STUDY. (Study 435. 1961)

A total sample of all University of Chicago faculty in relevant buildings and departments, plus selected administrators; self-administered questionnaires. Sponsored by the University of Chicago. Study Director: Beatrice R. Treiman.

Section F

NORC REPORTS:

Treiman, Beatrice R. *University space: the problem as seen by administrators and faculty.* (1962. 2 vols. NORC Report No. 84; physical copies gratis; microfilm copy—\$4.00)

F18. MATHEMATICAL ENVIRONMENT IN UNDERGRADUATE INSTITUTIONS. (Study 440. 1963)

Uses same sample as Study 431 (F15), which is a random sample of all accredited schools and all unaccredited schools with 500 or more students, which give the bachelor's degree, stratified by number of baccalaureates who received the Ph.D. in 1957-59. Phase Two includes Ph.D. and non-Ph.D. granting schools. Phase Three was a sample of faculty members. Personal interviews and self-administered questionnaires, plus research. Sponsored by the American Mathematical Association. Study Director: Patricia Collette.

NORC REPORTS:

Collette, Patricia. *Mathematics teaching environments: settings and staff.* (1963. NORC Report No. 94; microfilm copy—\$2.50)

F19. THE MEASUREMENT OF INTERPERSONAL ENVIRONMENTS. (Study 442. 1962)

Total sample of students in a small midwestern liberal arts college; freshmen polled on entering in September, 1959, again in November, 1959, and again in April, 1960; other students and faculty questioned only once; self-administered questionnaires. Sponsored by NIMH, with support from the College Entrance Examination Board. Study Director: Walter L. Wallace.

NORC REPORTS:

Wallace, Walter L. *Peer groups and student achievement: the college campus and its students.* (1963. NORC Report No. 91; microfilm copy—\$2.75)

OTHER PUBLICATIONS:

Wallace, Walter L. "A study of college student peer-group interpersonal environments." A paper presented to the meetings of ASA, St. Louis, 1961. (16pp.)

F20. THE USES OF EDUCATION. (Study 447. In process. The educational activities of American adults.)

A four-phase study. Phase I: probability sample, screening interviews with 11,956 households giving information on 23,950 adults, 1,929 persons aged 17 to 20, and 11,554 children under 17. Phase II: random subsample of Phase I respondents—personal interviews with 1,808 adults and 1,037 persons who had taken an adult education course in the past year. Phase III: subsample of Phase I respondents—personal interviews with 697 people aged 17-24. Phase IV: inventories of adult education facilities in four medium-sized towns, and personal interviews with 300 adults in two of those towns. Sponsored by the Carnegie Corporation. Study Director: John W. C. Johnstone, with Ramon Rivera.

NORC REPORTS:

Johnstone, John W. C. *Volunteers for learning: a study of the educational pursuits of American adults.* (1963. NORC Report No. 89; microfilm copy—\$2.00)

This report, as well as three others representing the four phases of the study, will be published by Aldine Publishing Co. of Chicago in late 1964.

Rivera, Ramon. *The sociology of adolescence: a selective review of the literature.* (1963. 110pp. Supported by Study 447 funds, but otherwise not related to it.)

OTHER PUBLICATIONS:

Johnstone, John W. C. "The educational pursuits of American adults," *Adult Education*, Vol. 13, No. 4 (1963). REPRINT

- _____. "Adult uses of education: fact and forecast." A paper presented to the Conference on the Sociological Backgrounds of Adult Education, Syracuse University, 1963; published in Hobert W. Burns, ed., *Sociological backgrounds of adult education* (Chicago: Center for the Study of Liberal Education for Adults, 1964). REPRINT
 Rivera, Ramon, and Paul M. Siegel. "Adults and education: some social dimensions of participation." A paper presented to the meetings of the American Catholic Sociological Society, August, 1963.

F21. RECRUITMENT TO GRADUATE AND PROFESSIONAL SCHOOL. (Study 450. 1963)

Second wave follow-up to Study 431 (F15). 71% of the first sample (28,713) responded to both waves; and additional 6% (2,370) responded to the second wave who did not respond to the first. Self-administered questionnaires. Sponsored by NIH. Study Director: Norman Miller, with Albert Klassen and Donald J. Treiman. See also F15, F24.

NORC REPORTS:

Miller, Norman, with the assistance of Albert Klassen and Donald J. Treiman. *One year after commencement: an interim report on the 1961-62 graduate school enrollment and the future career plans of the 1961 college graduating class.* (1963. NORC Report No. 93; microfilm copy—\$2.00)

F22. RECRUITMENT TO LAW SCHOOL. (Study 451. 1964)

Subsample from Studies 431 and 450 (F15 and F21); 1,700 students who indicated a preference for law as a career in Study 431. Sponsored by the American Bar Foundation and the Law School Admission Test Program of the Educational Testing Service. Study Director: Seymour Warkov.

NORC REPORTS:

- Warkov, Seymour. *Lawyers in the making: the 1961 entrants to American law schools.* (1964. NORC Report No. 96; physical copy—\$2.50; microfilm copy—\$2.00)
 _____. *Institutional quality of American law schools: correlates and consequences.* (1964). REPRINT
 _____. *Career preference for law among America's June 1961 college graduates: a research memorandum.* (1962. 96pp.)
Recruitment to law school and the legal profession: tables. (1962. 54pp.)

OTHER PUBLICATIONS:

- Toepfer, Louis. "Tomorrow's lawyers—cause for concern?" *American Bar Association Journal*, Vol. 48, No. 10 (1962).
 Warkov, Seymour. "Allocation to American law schools." A paper presented to the 1963 annual meetings of ASA. (16pp.)

F23. UNIVERSITY OF CHICAGO STUDENT STUDY—CLASS OF 1966. (Study 459. In process. The preconceptions, expectations etc., of entering college freshmen, their variation over time, and their relationship to academic behavior.)

Total sample of students entering the University of Chicago as freshmen in September, 1962; self-administered questionnaires in August, 1962 (559 respondents), October, 1962 (465 respondents) and March, 1963 (420 respondents). The October questionnaire was also given to upperclassmen for comparison. More questionnaires will be administered in the future. Sponsored by NORC. Study Director: Alan Berger.

NORC REPORTS:

- Berger, Alan. *The expectations of the entrants: Chicago, September, 1962. Preliminary report of Survey 459.* (1963. 10pp.)
 _____. *The unexpected findings: the expectations of college entrants.* (1963. 49pp.)

Section F

F24. RECRUITMENT TO GRADUATE AND PROFESSIONAL SCHOOLS. (Study 467. In process.)

Third wave follow-up to Studies 431 and 450 (F15 and F21). Of the original drawn sample, 72% (37,380) have responded to at least one of the three waves. Sponsored by NIH. Study Director: Norman Miller.

NORC REPORTS: in process.

F25. SURVEY OF THE FINANCIAL STATUS OF GRADUATE STUDENTS IN SELECTED FIELDS. (Study 468. In process. Financial circumstances of graduate students in life, physical and behavioral sciences, engineering, English and history.)

Stratified random sample of fields of study, with varying sized samples of students in the various fields; about 22,000 total respondents. Self-administered mailed questionnaires. Sponsored by the National Science Foundation. Study Director: Seymour Warkov, with Alan Berger and Bruce D. Frisbie. See also F12.

NORC REPORTS:

Warkov, Seymour. *Subsidies for graduate students: stipend support in 37 fields of study, 1962-1963.* (1964. NORC Report No. 97. Preliminary report; final report due summer, 1964.)

F26. EFFECTS OF PAROCHIAL SCHOOLING ON AMERICAN CATHOLICS. (Study 476. In process.)

A large sample of American Roman Catholics, plus smaller samples of American Protestants and American Catholic youth. Personal interviews and self-administered questionnaires. Sponsored by the Carnegie Corporation. Study Director: Andrew M. Greeley, with Leonard J. Pinto.

NORC REPORTS:

Greeley, Andrew M. *Correlates of attendance at Catholic parochial schools.* (1963. A first-phase report, based on reanalysis of the data from Study 447 [F20]. 25pp.)
Warkov, Seymour, and Andrew M. Greeley. *Parochial school origins and the scientific and engineering occupations.* See Study 463 (B9).

OTHER PUBLICATIONS:

Greeley, Andrew M., and Peter H. Rossi. "The effects of Catholic education," *The Critic* (Dec. 1963-Jan. 1964). REPRINT
_____ & _____. "Correlates of parochial school attendance," *The School Review*, Vol. 72, No. 1 (1964). REPRINT

F27. COLLEGE CAREER PLANS. (Study 477. In process. Proportion of college seniors planning to attend graduate school in various fields, and means of financing graduate studies.)

National sample of 30,000 May-June, 1964 graduates from 200 colleges, representative of the universe of colleges granting the baccalaureate in four or five year programs. Self-administered questionnaire. Sponsored by the National Institutes of Health and the National Science Foundation. Study Director: Michael Schiltz.

NORC REPORTS: none.

F28. RECRUITMENT TO GRADUATE AND PROFESSIONAL SCHOOLS. (Study 483. In process.)

Fourth wave follow-up to Studies 431, 450 and 467 (F15, F21, F24). Sponsored by the National Institutes of Health. Study Directors: Joe L. Spaeth and Alice S. Rossi.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Underhill, Ralph. "Occupational values and job satisfaction." A research paper submitted to the Faculty of the Division of the Social Sciences in candidacy for the degree Master of Arts. Department of Sociology, University of Chicago, 1964. (35pp.)
REPRINT

F99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Greeley, Andrew M. "The Protestant ethic: time for a moratorium." *Sociological Analysis*, Vol. 25, No. 1 (Spring, 1964). (First presented as a paper to the meetings of the American Catholic Sociological Assn., 1963.) REPRINT

_____. "Sociology in the seminary." A paper presented to the annual meetings of the National Catholic Education Assn., Atlantic City, March, 1964. (12pp.)

Rossi, Peter H. "Researchers, scholars and policy makers—the politics of large scale research." To be published in the "Contemporary University" issue of *Daedalus*, 1964.

_____. "Current social trends," *Journal of the College and University Personnel Association*, Vol. 15, No. 3 (May, 1964). Originally a paper presented at the Midwestern Section Conference of the College and University Personnel Assn., Feb., 1964.
REPRINT

_____, and Alice S. Rossi. "Some effects of parochial school education in America," *Daedalus* (Spring, 1961). REPRINT

_____, and Andrew M. Greeley. "The impact of the Roman Catholic denominational school," *The School Review*, Vol. 72, No. 1 (1964). Revised version of a paper presented by Peter H. Rossi to the Public Affairs Forum of the Minnesota Citizens Committee on Public Affairs, April, 1963. REPRINT

Wright, Charles R., and Herbert Hyman. "Voluntary association memberships of American adults: evidence from national surveys," *ASR*, Vol. 23, No. 3 (1958).

G. COMMUNITY PROBLEMS AND ACTIVITIES

See also: A2, A3, A6, A8, A12, A13, A14, A18, A20, A21, A24, A27, A30, D3, D9, D14, E18, E19, F3, F5, F8, F9, F10, F20, Section H (*passim*), I99, SRS 160, SRS 240, SRS 250, SRS 320, SRS 370.

G1. CANADIAN VACATIONS. (Studies S-80, S-90, 309. 1947, 1948, 1951)

A three-phase study; quota samples of U. S. residents; about 2,500 respondents. Sponsored by Cockfield, Brown and Co., Ltd. Study Director: Paul B. Sheatsley.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Cockfield, Brown and Co. *Report on U. S. vacation habits and vacations in Canada*. Montreal: Cockfield, Brown and Co., 1947.

———. *Report No. 2 on U. S. vacation habits and vacations in Canada*. Montreal: Cockfield, Brown and Co., 1948.

———. *Report No. 3 on U. S. vacation habits and vacations in Canada*. Montreal: Cockfield, Brown and Co., 1951.

G2. TRAFFIC IN LAKEWOOD, CLEVELAND HEIGHTS AND SHAKER HEIGHTS (Cleveland, Ohio). (Study S-92. 1948)

Survey of 200 respondents each in Shaker Heights, Lakewood and Parma. Sponsored by the City of Cleveland—City Planning Commission. Codes and cards at Roper Center.

NORC REPORTS: none.

G3. RESEARCH GRANT. (Study FF-2. 1955)

This was not actually an NORC survey, but consisted rather of a grant from the Ford Foundation to individual NORC staff members for research planning. See G15, G16.

Hart, Clyde W., and Donald J. Bogue. "Survey research as an aid to metropolitan planning." A paper presented to the annual meeting of the American Society of Planning Officials, Montreal, 1955. (11pp.)

G4. JACKSON COUNTY, MISSOURI GOVERNMENT. (Study 206. 1942)

A quota sample of Jackson County voting adults; 1,500 respondents. Sponsored by the Civic Research Institute, Kansas City, Mo. Codes and cards at Roper Center, questionnaire and code book at IDL.

NORC REPORTS: none.

G5. MOTIVATIONS FOR PHILANTHROPIC GIVING. (Study 293. 1951)

Probability sample of 81 cases from Chicago, Winnetka, Evanston and Marion, Illinois. Sponsored by the Russell Sage Foundation.

NORC REPORTS:

Williams, Josephine J. *Philanthropic giving: progress report and proposal*. (1951. NORC Report No. 44)

OTHER PUBLICATIONS:

Andrews, F. Emerson. *Attitudes toward giving*. New York: Russell Sage Foundation, 1953.

G6. DISASTER. (Study 308. 1953. A mobile disaster team held in readiness to move into disaster situations for intensive interviewing on social and psychological reactions to disaster.)

Area sample; tape-recorded intensive personal interviews with disaster victims and witnesses. Sponsored by the U. S. Army Chemical Center. Study Directors: Shirley A. Star and Eli Marks, with Charles E. Fritz. Taped interviews deposited at Disaster Research Center, Ohio State University.

NORC REPORTS:

- Star, Shirley A., ed. *Conference on field studies of reactions to disasters*. (1953. NORC Report No. 47; Microfilm copy—\$2.25)
- Marks, Eli, Charles Fritz and Others. *Human reactions in disaster situations*. (1954). 3 vols. NORC Report No. 52; Microfilm copy—\$5.00)
- Fritz, Charles E. *Observations on the mock air attack in Chicago, Oct. 8, 1951*. (1951. 10pp.)
- Preliminary report on three airplane crashes at Elizabeth, N. J.* (1952. 6pp.)
- Report on field operations of the disaster research team's study of the tornado in White County, Arkansas*. (1952. 9pp.)
- Report on a carbon monoxide asphyxiation incident, ABC Manufacturing Co., Chicago, Ill., Dec. 8, 1952*. (1953. 20pp.)
- Some social-psychological effects of a porch collapse occurring in Chicago, Ill., June 17, 1951*. (1951. 15pp.)
- Disaster report: tornadoes near Minneapolis, Minn., June 19, 1951*. (1951. 10pp.)
- A preliminary report on the Bakersfield, Calif., earthquake*. (1952. 7pp.)

OTHER PUBLICATIONS:

- Bucher, Mary Rue. "Blame and hostility in disaster," *AJS*, Vol. 62, No. 5 (1957). RE-PRINT
- Fritz, Charles E. "The NORC studies of human behavior in disaster," *Journal of Social Issues*, Vol. 10, No. 3 (1954).
- Quarantelli, Enrico. "Nature and condition of panic," *AJS*, Vol. 60, No. 3 (1954).
- . "The behavior of panic participants," *Sociology and Social Research*, Vol. 41, No. 3 (1957).
- "National Opinion Research Center disaster studies," *Disaster Research Newsletter*, Vol. 1, No. 2 (1954).
- Bucher, Mary Rue, Charles Fritz and Enrico Quarantelli. "Tape recorded interviews in social research," *ASR*, Vol. 21, No. 3 (1956).
- , ——— & ———. "Tape recorded research: some field data processing problems," *POQ*, Vol. 20, No. 2 (1956).
- Schatzman, Leonard, and Anselm Strauss. "Social class and modes of communication," *AJS*, Vol. 60, No. 4 (1955).
- Strauss, Anselm, and Leonard Schatzman. "Cross-class interviewing: an analysis of interaction and communicative styles," *Human Organization*, Vol. 14 (1958).
- Quarantelli, Enrico L. "A study of panic: its nature, types and conditions." Unpublished Master's thesis, Dept. of Sociology, University of Chicago, 1953.
- Bucher, Mary Rue. "Blame in disasters: a study of a problematic situation." Unpublished Master's thesis, Dept. of Sociology, University of Chicago, 1954.
- Krauss, Irving. "Individual and group behavior in disaster." Unpublished Master's thesis, Dept. of Sociology, University of Chicago, 1955.
- Schatzman, Leonard. "A sequence pattern of disaster and its consequences." Unpublished Ph.D. dissertation, Dept. of Sociology, Indiana University, 1960.

G7. COMMUNITY ASPECTS OF AIRCRAFT NOISE. (Study 338. 1953. A pilot study.)

Area sample; personal interviews with 3,635 respondents in 180 neighborhoods near eight major airports. Also, acoustical measurements for both ambient and aircraft noise in these areas. Sponsored by the National Advisory Committee on Aeronautics. Study Director: Paul N. Borsky. See also G8, G10, G20, G22.

Section G

NORC REPORTS:

- Borsky, Paul N. *Community aspects of aircraft annoyance*. (1954. NORC Report No. 54; microfilm copy—\$2.25)
Special analysis of community aspects of aircraft annoyance among persons mentioning jet aircraft. (1953. 17pp.)

G8. JET NOISE. (Study 358. 1954)

Subsample of Study 338 (G7) respondents for re-interviews, plus new respondents who were subjected primarily to jet noise. Intensive open-ended interviews. Sponsored by the U. S. Air Force. Study Director: Paul N. Borsky. See also G7, G10, G20, G22.

NORC REPORTS:

- Borsky, Paul N. *Community aspects of jet aircraft noise and flight operations*. (1955. NORC Report No. 55A; microfilm copy—\$2.25)
———. *Community reactions to Air Force noise, Part I: basic concepts and preliminary methodology*. (1961. NORC Report No. 55B, Part I; published as: WADD Technical Report 60-689 [I]. Wright-Patterson Air Force Base, Ohio: Biomedical Laboratory, Aerospace Medical Laboratory, Wright Air Development Command, U.S.A.F., 1961.) For Part II see G10.
———. *Memo: special report on community aspects of aircraft operation in the Los Angeles area*. (1955. 8pp.)

G9. HYDE PARK-KENWOOD HOUSING STUDY. (Study 381. 1956. To provide planners and administrators with a factual base for their work.)

Systematic area sampling. Done in two phases. Phase I—Structure Survey: 3,077 structure ratings, a quality-of-building examination of all structures in the area. Phase II—Household and Living Unit Survey: probability sample drawn from list of all dwelling units in Hyde Park-Kenwood; 3,500 respondents personally interviewed regarding their families, living units, etc. Sponsored by the Chicago Community Conservation Board and the University of Chicago.

NORC REPORTS:

- Marks, Eli S., and Donald J. Bogue. *The Hyde Park-Kenwood urban renewal survey*. (1956. NORC Report No. 58; microfilm copy—\$2.75)

G10. COMMUNITY REACTIONS TO AIRCRAFT NOISE. (Study 385. 1956)

Random sample of residents at various air bases, selected in areas stratified by type of acoustic environment; personal interviews with 2,328 respondents. Sponsored by the U. S. Air Force. Study Director: Paul N. Borsky. See also G7, G8, G20, G22.

NORC REPORTS:

- Borsky, Paul N. *Community reactions to Air Force Noise, Part II: data on community studies and their interpretation*. (1961. NORC Report 55B, Part II; published as: WADD Technical Report 60-689[II]. Wright-Patterson Air Force Base, Ohio: Biomedical Laboratory, Aerospace Medical Laboratory, Wright Air Development Command, U.S.A.F., 1961.) For Part I see G8.

OTHER PUBLICATIONS:

- . "Some of the human factors underlying community reactions to Air Force noise." A paper presented to the Sixth Annual Meeting of the National Research Council Committee on Hearing and Bio-Acoustics, Washington, D. C., 1958. (17pp.)

G11. WEST SIDE HOUSING STUDY. (Study 394. 1957)

Physical study of a systematic list sample of all buildings in a selected near-west side Chicago area, and "condition classifying" thereof. Also 345 personal interviews. Sponsored by the Community Conservation Board of the City of Chicago. Study Director: Donald J. Bogue.

NORC REPORTS:

Bogue, Donald J. *The near-west side structure survey.* (1957. NORC Report No. 63-A)
 ———. *The near-west side conservation survey.* (1957. NORC Report No. 63-B)
 NORC Report No. 63, A & B; physical copies available gratis; microfilm copy—\$2.50

G12. STUDY OF METROPOLITAN PROBLEMS. (Study 395. 1958. Skid row, the men living there, the physical condition of the area, the nature and extent of welfare activities there.)

Random sample of skid row dwellers; 614 personal interviews. Also, 87 personal interviews with resource people, research review of the physical condition of the area, and research review of present welfare activities there. Sponsored by the City of Chicago, with support from the Ford Foundation and the Wieboldt Foundation. Study Director: Donald J. Bogue. See also G15.

NORC REPORTS:

Bogue, Donald J. *The homeless man on skid row, I.* (1959. NORC Report No. 65-I; microfilm copy—\$3.75)
 ———. *The homeless man on skid row, II. Continuation Studies.* (1959. NORC Report No. 65-II; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

———. *Skid row in American cities.* Chicago: Community and Family Study Center, University of Chicago, 1963.
 Tenant's Relocation Bureau, City of Chicago. *The homeless man on skid row.* Chicago: the Bureau, 1961.
 "Chicago survey—a new perspective on the real complexity of skid row," *Alcoholism*, Vol. 6, No. 3 (1959).

G13. RESEARCH ON COMMUNITY PROBLEMS OF LOCAL TELEPHONE COMPANIES AND OTHER BUSINESSES. (Study 406. 1957. Relationships between business enterprises and local communities.)

A pilot study. Sample of members of four groups (managers and owners of businesses; the general public; community leaders; persons on managerial levels of the local telephone company) in "Mediana"—a small midwestern city. Intensive personal interviews with 65 respondents. Sponsored by the American Telephone and Telegraph Co. Study Director: Peter H. Rossi, with James A. Davis.

NORC REPORTS:

Rossi, Peter H. *Industry and community.* (1957. NORC Report No. 64; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

———. "The organizational structure of an American community," in Amitai Etzioni, ed., *Complex organizations: a sociological reader* (New York: Holt, Rinehart and Winston, 1961).
 ———. "Community decision making." *Administrative Science*, Vol. 1 (March, 1957). (First presented as a paper to the Social Science Research Council Conference on Research on Community Politics, 1957).
 ———. "Theory, research and practice in community organization," in Charles R. Adrian, ed., *Social science and community action* (East Lansing: Michigan State University Press, 1961).

Section G

G14. ACHIEVEMENT OF CITIZENSHIP EDUCATION IN THE INTERNES IN COMMUNITY SERVICE PROGRAM. (Study 411. 1958. Changes in attitudes, career interests and community concerns among participants in the American Friends Service Committee's Internes in Community Service Program.)

Saturation sample of participants in the ICS program; 265 usable respondents on mailed self-administered questionnaires; also 60 personal interviews in four cities for qualitative and supplementary information. Sponsored by the Emil Schwartzhaupt Foundation. Study Director: Robert A. Dentler.

NORC REPORTS:

Dentler, Robert A. *The young volunteers: an evaluation of three programs of the American Friends Service Committee.* (1959. NORC Report No. 71; microfilm copy—\$2.50)

OTHER PUBLICATIONS:

- _____. "Political concern and opinion change in ten work groups," *Journal of Educational Sociology*, Vol. 35, No. 1 (Sept. 1961).
- _____, and Kai T. Erikson. "The functions of deviance in groups," *Social Problems*, Vol. 7, No. 5 (Fall, 1959).
- _____. "Political concern in ten work groups." A paper presented to the Small Groups Session, annual meeting of ASA, 1960.
- _____. "Attitude change in work-service groups." A paper presented to the annual meeting of the Society for Social Research, University of Chicago, 1959.
- _____. "Attitude change in volunteer service groups: group composition, solidarity, and environment as correlates of change." Unpublished Ph.D. dissertation, Dept. of Sociology, University of Chicago, 1960.

G15. METROPOLITAN PROBLEMS. (Studies 413-D and 413-H. 1961.)

A five-year research program jointly conducted by NORC and the Social Science Division of the University of Chicago. Combination of research into background materials, voting analysis, and interviews with local leaders. Sponsored by the Ford Foundation. Study Director: Donald J. Bogue. See also G12, G16.

NORC REPORTS:

- Elazar, Daniel J. *A case study in failure in attempted metropolitan integration: Nashville and Davidson County, Tennessee.* (1961. NORC Report No. 81; physical copy—\$1.50; microfilm copy—\$2.00)
- Bogue, Donald J. *The homeless man on skid row, II.* See G12.

G16. STUDY OF MIGRANT ADJUSTMENT (Study 417. 1961. Part of the project commenced with G15.)

A block quota sample of Chicago, stratified by religion, ethnicity and type of neighborhood; personal interviews with 2,416 respondents. Sponsored by NIH and Ford Foundation. Study Director: Donald J. Bogue, with Daniel J. Elazar. See also G15.

NORC REPORTS: none.

OTHER PUBLICATIONS:

- Simon, William. "Southern white migrants: ethnicity and pseudo-ethnicity," *Human Development: a Student Journal*, Vol. 1, No. 2 (1960). First presented as a paper—"Southern white migrant in the metropolis"—to the 38th Annual Institute of the Society for Social Research, University of Chicago, 1961.

G17. INTERVIEWING ASSIGNMENT REGARDING RELOCATION POTENTIAL IN THE ENGLEWOOD COMMUNITY. (Study 422. 1959)

Sample taken from list of all dwelling units in one selected area in the Englewood community of Chicago; brief personal interviews with 183 respondents. Sponsored by the Community Conservation Board of the City of Chicago.

NORC REPORTS: none.

G18. AIR RAID SIREN REACTION: WHITE SOX PENNANT VICTORY. (Study 425. 1959. Public reaction in Chicago to the surprise sounding of the city's air raid sirens.)

Block sample, with random choice within blocks, of city of Chicago; personal interviews in 241 dwelling units. Sponsored by the Disaster Research Group, National Academy of Sciences-National Research Council, with support from the Social Science Research Committee, University of Chicago. Study Director: Elihu Katz.

NORC REPORTS:

Katz, Elihu. *Joy in Mudville: public reaction to the surprise sounding of Chicago's air raid sirens.* (1960. NORC Report No. 75; physical copies available gratis; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

———. "The night the sirens wailed in Chicago," *Chicago Sun-Times*, April 24, 1960, Section Two.

———, and Others. "Public reaction to the sounding of air raid sirens in a metropolis: a first unscheduled glance at the data," in Baker and Rohrer, eds., *Symposium on human problems in the utilization of fallout shelters* (Washington: Disaster Research Group, National Academy of Sciences-National Research Council, 1960).

———. "Joy in Mudville: public response to the surprise sounding of Chicago's air raid sirens." A paper presented to the meetings of the Midwest Sociological Society, Omaha, 1961.

Pinto, Leonard J. "Social and cultural determinants of anxiety in crises." Unpublished Ph.D. dissertation, Dept. of Sociology, Univ. of Chicago, 1964.

G19. MOTIVATIONS FOR CHARITABLE GIVING. (Study 426. 1959)

A pilot study. Cross-section of contributors to the United Jewish Appeal drive, randomly selected from size-of-donation strata; 527 extensive personal interviews with Jews only in Essex County, New Jersey. Sponsored by the Jewish Community Council of Newark. Study Director: Paul N. Borsky.

NORC REPORTS:

Borsky, Paul N. *Motivations for charitable giving: a case study of an eastern metropolitan area.* (1961. NORC Report No. 78; copies available gratis.)

G20. SUPERSONIC JET NOISE. (Study 443. In process. Community reaction to sonic boom.)

Random sample drawn from 144 stratified segments in one metropolitan midwest area. Sampling areas stratified by distance from ground track of supersonic flight, by age of housing, by exposure to commercial aviation noise, and by three broad social class groupings. 1,047 complete interviews; each respondent interviewed personally and again by telephone. Sponsored by the National Aeronautics and Space Administration. Study Director: Paul N. Borsky. See also G7, G8, G10, G22.

NORC REPORTS:

Borsky, Paul N. *Community reactions to sonic boom.* (1962. NORC Report No. 87. This report is presently confidential.)

Section G

G21. FALLOUT SHELTER STUDY. (Study 462. 1963. Field work only on a survey of attitudes toward fallout shelters.)

Block quotas in eight communities outside New York City plus New York City's Central Harlem, with extra samples of shelter builders and their immediate neighbors. Personal interviews with about 200 respondents in each community, plus about 100 interviews with community leaders. Sponsored by the Bureau of Applied Social Research, Columbia University. Study Director: Paul B. Sheatsley (with Mr. Gene Levine of BASR). Code Book and marginals at BASR. See also SRS 100.

G22. RESEARCH ON COMMUNITY REACTIONS TO SONIC BOOM. (Study 470. In process.)

This is another study in the continuing inquiry into community reactions to airplane noise. Sponsored by the United States Air Force. Study Director: Paul N. Borsky. See also G7, G8, G10, G20.

NORC REPORTS: none.

G99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Bogue, Donald J. "The spread of cities," *American Economic Association Papers and Proceedings*, Vol. 46 (March, 1956).

Greeley, Andrew M., and James Casey. "An upper middle class deviant gang," *American Catholic Sociological Review*, Vol. 24, No. 1 (Sept., 1963). REPRINT

Rossi, Peter H. "Power and community structure," *Midwest Journal of Political Science*, Vol. 4, No. 4 (1960). REPRINT

_____. "Current social trends." *Journal of the College and University Personnel Association*, Vol. 15, No. 3 (May, 1964). REPRINT

_____, and Robert A. Dentler. *The politics of urban renewal*. See E99.

H. INTERGROUP RELATIONS

See also: E10, E14, EW1, EW2, EW83-91a, EW94, EW95, EW96-99, EW107-112, EW116-118, EP29, G13, G15, G16, SRS 150, SRS 160, SRS 280, SRS 320, SRS 330, SRS 600, SRS 610, SRS 650, SRS 710.

H1. DETROIT RACE STUDY. (Study S-38. 1943. Survey of public opinion shortly after a race riot.)

Personal interviews with 200 respondents in Detroit. Sponsored by the Office of War Information.

NORC REPORTS:

Opinion in Detroit 36 hours after the race riots. (1943. 31pp.)

H2. RACE TENSION. (Study S-85. 1948)

Area sample in the city of Baltimore; personal interviews with 1,174 respondents. Sponsored by the American Jewish Committee.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Mannheimer, Dean, and Herbert Hyman. "Interviewer performance in area sampling," *POQ*, Vol. 13, No. 1 (1949).

H3. TENSION BAROMETER. (Study S-93. 1950. Comparison of attitudes in an "invaded community" which has experienced racial tension and violence, with those of one which has no Negroes and no experience of interracial tension or violence.)

Area sampling, with blocks chosen randomly, of two local communities in Chicago; personal interviews with 629 white adult respondents. Sponsored by the Chicago Community Inventory, University of Chicago, and the Field Foundation. Study Director: Shirley A. Star. Codes and cards at Roper Center.

NORC REPORTS:

Star, Shirley A. *Interracial tension in two areas of Chicago.* (1950. NORC Report No. 41; microfilm copy—\$2.00)

OTHER PUBLICATIONS:

———. "The measurement of interracial tension," in Donald J. Bogue and Ernest W. Burgess, eds., *Contributions to urban sociology* (Chicago: University of Chicago Press, 1964).

———. "The measurement of interracial tension." Unpublished Ph.D. dissertation, Dept. of Sociology, University of Chicago, 1950.

H4. RACIAL PROBLEMS—WHITE ATTITUDES TOWARD NEGROES. (Study 113. 1942)

Quota sample of a social cross-section of U. S. white adults; personal interviews with 3,587 respondents. Sponsored by the Office of War Information.

NORC REPORTS:

White attitudes toward Negroes. (1942. 84pp.)

Summary of Negro questions. (1942. Not available.)

Section H

H5. WHITE ATTITUDES TOWARD NEGROES. (Study 225. 1944)

Quota sample of a social cross-section of U. S. white adults; personal interviews with 2,523 respondents. Codes and cards at Roper Center.

NORC REPORTS:

Whites look at Negroes and Negro problems. (1944. 77pp.)

OTHER PUBLICATIONS:

Samuelson, Babette. "Mrs. Jones's ethnic attitudes," *Journal of Abnormal and Social Psychology*, Vol. 40, No. 2 (1945). REPRINT

_____. "The patterning of attitudes and beliefs respecting the American Negro: an analysis of public opinion." Unpublished Ph.D. dissertation, Dept. of Psychology, Radcliffe College, 1945.

H6. HIGHLAND PARK SUBURBAN STUDY. (Studies 421 and 424. 1958. Attitudes of suburban residents toward Jews.)

First phase used a sample of all Highland Park, Illinois, residents; personal interviews with 250 respondents. Second phase employed a list of names given by Jewish respondents when asked for closest Gentile friends; same questionnaire as for first phase, administered to 421 respondents in Highland Park, Deerfield and Chicago. Gentile interviewers only. Sponsored by the American Jewish Committee.

NORC REPORTS: none.

H99. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

Feldman, Jacob J. "Don't count your interpersonal relations until they're hatched." A paper presented to the Summer Institute of the Society for Social Research, Chicago, 1956.

Greeley, Andrew M. "Some aspects of interaction between religious groups in an upper middle class Roman Catholic parish" *Social Compass*, Vol. 9, Nos. 1 & 2 (1962). REPRINT

Hyman, Herbert H., and Paul B. Sheatsley. "How whites view Negroes 1942-1963," *New York Herald Tribune*, Nov. 19, 1963. REPRINT

_____. & _____. "Attitudes toward desegregation," *Scientific American* (December, 1956).

_____. & _____. "Attitudes toward desegregation—seven years later," *Scientific American*, Vol. 211, No. 1 (July, 1964). REPRINT

Rossi, Peter H. "New directions for race relations in the sixties." A paper presented to the Conference on Research in Race Relations, New York City, 1963. (15pp.)

_____, and Robert A. Dentler. *Politics of urban renewal*. See E99.

Stember, Charles H. *The effect of education on prejudice against minority groups*. New York: Institute of Human Relations, Research Report, 1960.

Van Patten, Louise M. "Public attitudes on Japanese-Americans," *Far Eastern Survey*, Vol. 14 (August 1, 1945).

I. METHODOLOGY AND THEORY

See also: A9, A13, A15, A18, A22, A23, A34, A99, B9, D99, E99, F12, F19, G3, G6, H2, H3, SRS 100, SRS 310, SRS 350.

10. EFFECT OF A DELIBERATIVE INTERVIEWING TECHNIQUE. (Study S-79. 1949)

To test the effects which forced immediate response has upon the answers respondents give to interviewers. Two identical samples of 512 respondents each—adult population of Denver over 21 years of age. Stratified quota sample. Personal interviews. Sponsored by NORC. Study Directors: Don Cahalan and Helen V. Huth.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Huth, Helen V. "The effect of a deliberative interviewing technique on a public opinion survey." Unpublished Master's thesis, University of Denver, 1949.

11. INTERVIEWER EXPECTATIONS PROJECT. (Study S-97. 1950)

Tape recorded interviews with interviewers. Study Director: Herbert Hyman.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Smith, Harry L., and Herbert Hyman. "The biasing effect of interviewer expectations on survey results," *POQ*, Vol. 14, No. 1 (Fall, 1950).

12. INTERVIEWER EFFECT. (Study 165. 1949)

Based on a national quota sample; personal interviews with 1,281 respondents. Codes and cards at Roper Center.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Stember, Herbert, and Herbert H. Hyman. "Interviewer effects in the classification of responses," *POQ*, Vol. 13, No. 4 (1949-50).

13. BOULDER (COLORADO) ELECTION PREDICTION. (Study 209. 1942)

Quota sample of eligible voters of Boulder, Colorado; 1,224 respondents. Codes and cards at Roper Center.

NORC REPORTS:

Field, Harry H., and Gordon M. Connelly. *Testing polls in official election booths*. (1943. NORC Report No. 7; microfilm copy—\$2.00)

14. INTERVIEWER EXPECTATIONS. (Study 271. 1950)

A five-year program of empirical research on the problem of interviewer expectations. Sponsored by the Social Science Research Council and the National Research Council; additional funds from the Rockefeller Foundation. Study Director: Herbert Hyman.

NORC REPORTS:

Hyman, Herbert H., and Others. *Isolation, measurement and control of interviewer effect*. (1950. NORC Report No. 49, 2 vols.; microfilm copy—\$3.50). Also published as *Interviewing in social research*. Chicago, University of Chicago Press, 1954.

Section I

15. CENSUS DATA ANALYSIS. (Study 373. 1955)

Begun in 1955, a joint study by NORC and the Bureau of the Census in two parts: I—the effect of survey error on relational statistics; II—interviewer error. Sponsored by the Ford Foundation. Study Director: Eli Marks.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Hanson, Robert H., and Eli S. Marks. "Influence of the interviewer on the accuracy of survey results," *Journal of the AStatA*, Vol. 53 (Sept. 1958). REPRINT

16. COLLECTION OF MEDICAL EXPENDITURES. (Study 429. 1960. Methodological study of relative feasibility and accuracy of short summary form v. detailed interview as methods of collecting medical outlay expenditure information.)

National sample of U. S. families in urban areas only; 398 personal interviews by NORC. Short-form questionnaire administered by census interviewers—one-half by interview and one-half by self-administered questionnaire. The NORC interviews were for the long questionnaire. Sponsored by the U. S. Dept. of Health, Education and Welfare, Public Health Service, and the Office of the Surgeon General. Study Directors: Paul N. Borsky and Jacob J. Feldman.

NORC REPORTS:

Borsky, Paul N., and Jacob J. Feldman. *A methodological study of accuracy in reporting medical costs.* (1961. NORC Report No. 80; Microfilm copy—\$2.00)

OTHER PUBLICATIONS:

U. S. National Center for Health Statistics. *Measurement of personal health expenditures.* Vital and Health Statistics—Data Evaluation and Methods of Research, Series 2, No. 2. Washington: U. S. Dept. of HEW, 1963. REPRINT

Borsky, Paul N. "Response, reliability and validity." A paper presented to the annual meeting of AAPOR, Berkeley, Calif., 1961.

17. REDUCTION OF SURVEY COSTS. (Study 453. In process)

Sponsored by the National Science Foundation. Study Director: Seymour Sudman.

NORC REPORTS: none.

OTHER PUBLICATIONS:

Sudman, Seymour. "Reducing the cost of surveys," *POQ*, Vol. 27, No. 4 (Winter, 1963).

_____. "Research on reduction of costs." A paper presented to the meetings of AAPOR, Lake George, N. Y., May, 1963. (4pp.)

_____. "Reducing the costs of surveys." A paper presented to the meeting of the Chicago chapter of the AStatA, Jan., 1963. (9pp.)

199. PUBLICATIONS NOT BASED ON A PARTICULAR STUDY.

A brush-up on interviewing technique. (1962. 27pp. Revision due late 1964.)

Benney, Mark, David Riesman and Shirley A. Star. "Age and sex in the interview," *AJS*, Vol. 62, No. 2 (1962). REPRINT

Cahalan, Don, Valerie Tamulonis and Helen W. Verner. "Interviewer bias involved in certain types of opinion survey questions," *IJOAR*, Vol. 1, No. 1 (1947). REPRINT

Connelly, Gordon M. "Survey of problems of interviewing cheating," *IJOAR*, Vol. 1, No. 3 (1947).

_____. "Now let's look at the real problem: validity," *POQ*, Vol. 9, No. 1 (1945). REPRINT

- Crossley, Helen M., and Raymond Fink. "Response and non-response in a probability sample," *IJOAR*, Vol. 5, No. 1 (1951).
- Davis, James A. "Two critiques of Homan's *Social behavior: its elementary forms: a sociologist's view*," *AJS*, Vol. 67, No. 4 (1962). REPRINT
- . "Structural balance, mechanical solidarity, and interpersonal relations," *AJS*, Vol. 68, No. 4 (1963). REPRINT
- . *Panel analysis: techniques and concepts in the interpretation of repeated measurements*. Preliminary draft. (1964) REPRINT
- Elinson, Jack. "Validity of the interview: an illustration from health surveys." A paper presented to the annual meetings of ASS and AStatA, Detroit, 1956.
- Effect of revolving attitude scales*. (1942. 4pp.)
- Experimental comparison of data gathered through two sampling methods*. (Area control vs. quota control sampling. 1946. 5pp.)
- Feldman, Jacob J., Herbert Hyman, and Clyde W. Hart. "A field study of interviewer effects on the quality of survey data," *POQ*, Vol. 15, No. 4 (1951-52). REPRINT
- . "The situational view of the interview." A paper presented to the 10th annual conference of AAPOR, Madison, Wis., 1955.
- . "Health surveys and demography." A paper presented to the annual conference of the Population Assn. of America, Philadelphia, 1957. (16pp.)
- . "Barriers to the use of health survey data in demographic analysis," *Milbank Memorial Fund Quarterly*, Vol. 36, No. 3 (1958). REPRINT
- Field, Harry H. "Seeing ourselves as others see us." A paper presented to the Public Relations Institute, Los Angeles, 1945.
- Fisher, Herbert. "Interviewer bias in the recording operation," *IJOAR*, Vol. 4, No. 3 (1950).
- Guest, Lester, and Robert Nuckols. "A laboratory experiment in recording in public opinion interviewing," *IJOAR*, Vol. 4, No. 3 (1950).
- Greeley, Andrew M. "Areas of research on religion and social organization," *American Catholic Sociological Review* (Fall 1962). REPRINT
- Harris, Natalie, and Gordon M. Connelly. "A symposium on interviewing problems," *IJOAR*, Vol. 2, No. 2 (1948).
- Hart, Clyde W., and Paul B. Sheatsley. "Public Opinion Surveys, 1949-1963." Reprinted from the *American Annual, 1950-1964*. REPRINT
- . "Survey research as an aid to metropolitan planning." A paper presented to the annual meeting of the American Society of Planning Officials, Montreal, 1955. (11pp.)
- . "Survey methods in research on health problems: a report on the summer research training institute, 1956," *Social Science Research Council Items*, Vol. 11, No. 2 (1957).
- . "Interviewer bias," in *American Society for Testing Materials Symposium on Measurement of Consumer Wants* (1951). REPRINT
- . "Bias in interviewing in studies of opinions, attitudes and consumer wants," *Proceedings of the American Philosophical Society*, Vol. 92, No. 5 (1948).
- . "Some factors affecting the organization and prosecution of given research projects," *ASR*, Vol. 7, No. 5 (1947). REPRINT
- How NORC builds its cross-section*. (1946. 10pp.)
- Hyman, Herbert. "Inconsistencies as a problem in attitude measurement," *Journal of Social Issues*, Vol. 5, No. 3. REPRINT
- . "Problems in the collection of opinion-research data," *AJS*, Vol. 55, No. 4 (1950).
- . "Methodological research on survey interviewing." Public lecture delivered at the University of Michigan, 1949.
- . "Interviewing as a scientific procedure," in Daniel Lerner and Harold D. Lasswell, eds., *The policy sciences: recent developments in scope and method* (Palo Alto, Calif.: Stanford University Press, 1951).
- . "The Kinsey report and survey methodology," *IJOAR*, Vol. 2, No. 2 (1948). REPRINT
- . "World surveys: the Japanese angle," *IJOAR*, Vol. 1, No. 2 (1947). REPRINT
- , and Paul B. Sheatsley. "Some reasons why information campaigns fail," *POQ*, Vol. 11, No. 2 (1947).
- . "Do they tell the truth?" *POQ*, Vol. 8, No. 4 (1944-45).
- Interviewing for NORC*. (2nd. edition, 1947; superseded by *A brush-up on interviewing technique*, q.v.)

Section I

- Meier, Frederick J. "A fully automatic machine procedure for Guttman scaling." A paper presented to the annual meeting of AAPOR, Washington, 1957.
- NORC distorted maps and graphs.* (Maps for 1943-47; Graphs for 1942.)
- Parry, Hugh J., and Helen M. Crossley. "Validity of responses to survey questions," *POQ*, Vol. 14, No. 1 (1950).
- Report on question wording.* (1943-46. 21pp. Six reports in a continuing series.)
- Rossi, Peter H. "The next decade in consumer research." A paper presented to the meeting of the American Marketing Assn., Los Angeles, 1961. (7pp.)
- Sheatsley, Paul B. "Public opinion," *Encyclopedia Americana*, 1963 edition. REPRINT
- _____. "The survey methodology of 'Teaching Comprehensive Medical Care' by Hammond, Kern, et al." A paper presented to the meetings of ASA, St. Louis, 1961. (14pp.)
- _____. "Public opinion surveys," *Americana Annual*, 1961 (and earlier). REPRINT
- _____. "Review of the Baltimore study," *Journal of the AStatA*, Vol. 53 (1958). REPRINT
- _____. "Predicting people's behavior," *Challenge, the Magazine of Economic Affairs*, Vol. 4, No. 7 (1956).
- _____. "An analysis of interviewer characteristics and their relationship to performance," *IJOAR*, Vol. 4, No. 4 (1950-51); Vol. 5, No. 1 (1951); Vol. 5, No. 2 (1951).
- _____. "The influence of sub-questions on interviewer performance," *POQ*, Vol. 13, No. 2 (1949).
- _____. "The public relations of the polls," *IJOAR*, Vol. 2, No. 4 (1948-49).
- Star, Shirley A. "Determining goals in action research." A paper presented to the annual meeting of AAPOR, Asbury Park, N. J., 1954, and to the Annual Institute, Society for Social Research, University of Chicago, 1954. (6pp.)
- _____. "Study design in opinion research." A paper presented to the joint meeting of the Chicago chapters of the American Marketing Assn. and the AStatA, 1949.
- Stember, Herbert. "Which respondents are reliable," *IJOAR*, Vol. 15, No. 4 (1951-52).
- _____, and Herbert H. Hyman. "How interviewer effects operate through question form," *IJOAR*, Vol. 3, No. 4 (1958-59).
- Sudman, Seymour. "On the accuracy of recording consumer panels: I," *Journal of Marketing Research*, Vol. 1, No. 2 (May, 1964).
- Udow, Albert B. "The 'interviewer effect' in public opinion and market research surveys," *Archives of Psychology*, No. 277 (1942).
- Van Patten, Louise M. "The public thinks aloud," *Educational Forum* (May, 1945).
- Williams, Douglas. "Basic instructions for interviewers," *POQ*, Vol. 6, No. 4 (1942). REPRINT

SRS—THE SURVEY RESEARCH SERVICE

The National Opinion Research Center organized its SURVEY RESEARCH SERVICE at the beginning of 1963, in order to make its research facilities and professional personnel available to a larger area of social science interests than it had heretofore served. The purpose of the SERVICE is to make part or all of NORC's facilities available on a contractual basis to researchers who do not have organic connections with a national survey research center. The SERVICE undertakes to provide three types of service to its users in return for reimbursement of costs: DATA COLLECTION, DATA PROCESSING and CONSULTATION.

DATA COLLECTION—from national or special samples of populations and organizations. NORC maintains a national probability sample and a national staff of trained interviewers. Its field department has had over twenty years of experience in conducting a wide range of surveys. The sampling section, which supervises the national sample, is also prepared to draw probability samples of regions and communities, and of special population groups or organizations. The SURVEY RESEARCH SERVICE accomplishes data collection through the following three methods:

AMALGAM SURVEYS: NORC conducts three or four *Amalgam Surveys* each year. These contain items from a number of social scientists, none of whom requires sufficient data to need a full survey questionnaire. Such surveys allow the researcher with a minimum of data required (less than thirty minutes of interviewing time) to collect his data on a national scale at relatively small expense. The *Amalgam Surveys* select by probability methods sampling segments of block or equivalent size, and select respondents by quotas within the blocks. Full probability sampling methods may on occasion be used.

AD HOC NATIONAL SURVEYS: For researchers whose data requirements are too great to be included in an *Amalgam Survey*, separate *Ad Hoc National Surveys*, including only their items, can be arranged. Each *Ad Hoc National Survey* represents a "tailor-made" operation best suited to the particular information wanted by the user and may be restricted to data collection only, or include transformation of a draft questionnaire into edited punch cards.

AD HOC PURPOSIVE SURVEYS: For researchers who wish to survey population subgroups for specific research questions, *Ad Hoc Purposive Surveys* are also available. These undertake to sample special subgroups in the national population, organizations, localities and regions, or any of various social aggregates. The *Ad Hoc Purposive Surveys* provide unbiased samples of the special universes involved, generally through probability sampling methods; for some of these special populations, self-administered questionnaires are found feasible.

DATA PROCESSING—the SURVEY RESEARCH SERVICE also enters into contracts for the processing of data, generally in conjunction with data collection contracts. The following services are undertaken: Construction of codes; coding of structured and unstructured interview protocols; punching IBM cards; data tabulation and computations. NORC maintains conventional IBM punched card equipment and its own IBM 1401 computer; it also has ready access to an IBM 7090 computer in the University of Chicago's Computer Center.

CONSULTATION—in its twenty-three year existence, NORC has accumulated a considerable store of experience. Many of its staff members are recognized authorities in survey research procedures as well as in several substantive areas. Staff members are available for consultation on the following aspects of research activities:

- Over-all design of research projects.
- Design of sampling and interviewing strategies.
- Construction of schedules and questionnaires.
- Coding procedures and tabulation of data.
- Analysis of survey data.

The SURVEY RESEARCH SERVICE is under the direction of Paul B. Sheatsley, previously Eastern representative of NORC.

Section SRS

There follows a briefly annotated list of the SURVEY RESEARCH SERVICE projects begun by the end of 1963. The reader will find examples of all the various services listed above. Those interested in more detailed information on any of these SRS studies are advised to contact the sponsors thereof, whose names are given after each study description.

SRS 100-104. FIRST NORC AMALGAM SURVEY. (January, 1963. 1,500 respondents)

Popular Conceptions of Intelligence, Attitudes toward IQ Testing. (Bertram Brim, Russell Sage Foundation)
Measures of "Machiavellianism." (Prof. Richard Christie, Columbia University)
Attitudes toward Death. (John Riley, Equitable Life Insurance Co.)
Civil Defense. (Gene Levine, BASR, Columbia University)
Psychological Testing. (Prof. Donald Fiske, University of Chicago; separate sample of 600 respondents)

SRS 110. AD HOC NATIONAL SURVEY. (April, 1963. 1,500 respondents)

Civil Defense and Cold War Attitudes. (Prof. Jiri Nehnevajsa, University of Pittsburgh)

SRS 130. AD HOC PURPOSIVE SURVEY. (May, 1963. Mail questionnaire to all Chicago area dentists)

Study of Communications in Dentistry. (Mr. Robert M. O'Shea, Division of Dental Public Health and Resources, Public Health Service, U. S. Dept. of Health, Education and Welfare)

SRS 140. AD HOC PURPOSIVE SURVEY. (April, 1963)

Attitudes toward Life Insurance Salesmen. (Prof. Frank Evans, Graduate School of Business, University of Chicago)

PUBLICATIONS:

Evans, Frank. *Dyadic interaction in selling: a new approach.* (To appear as a book, late 1964)

SRS 150. AD HOC PURPOSIVE SURVEY. (April, 1963)

Anti-Semitism in High Schools. (Prof. Charles Glock, University of California, Berkeley)

PUBLICATIONS:

Hardyck, Jane, David Stein, and M. Brewster Smith. "Race and belief: an open and shut case," *Journal of Abnormal and Social Psychology.* (To appear, 1965.)

SRS 160. SECOND NORC AMALGAM SURVEY. (June, 1963. 1,500 respondents)

Reading Research. (BASR, Columbia University)
Adult Reading Habits. (Prof. William Cox, School of Business, Western Reserve University)
Attitudes toward Negroes and Civil Rights. (NORC)
Attitudes toward Drinking of Alcoholic Beverages. (Dr. Harold Mulford, State University of Iowa)
Attitudes toward Pre-Marital Sex Relations. (Prof. Ira Reiss, State University of Iowa)
Awareness of the Better Business Bureau and Its Activities. (National Better Business Bureaus)
Prevalence of Blindness in the Family. (Herbert Hyman, Columbia University)

PUBLICATIONS:

- Cox, William E., Jr. *Profiles of the market for magazines and books*. Cleveland: Western Reserve University, Bureau of Business Research, 1964.
- Reiss, Ira L. "Premarital sexual permissiveness among Negroes and whites," *ASR*, Vol. 29 (Oct. or Dec., 1964).
- . "The scaling of premarital sexual permissiveness," *Journal of Marriage and the Family*, Vol. 26, No. 2 (May, 1964).

SRS 180. AD HOC NATIONAL SURVEY. (June, 1963)

Medical Care Costs. (Replication of Study 409 [A21]. Health Information Foundation)

SRS 190. CONSULTATION ON QUESTIONNAIRE DESIGN AND SAMPLING. (April, 1963)

Legal Defenders. (American Bar Foundation)

PUBLICATIONS:

Silverstein, Lee. *Defense of the poor in criminal cases in American state courts: a preliminary summary*. Chicago: American Bar Foundation, 1964.

SRS 210. IBM RUNS FROM PREVIOUS STUDIES. (June, 1963)

(American Medical Association)

SRS 220. AD HOC PURPOSIVE SURVEY. (July, 1963)

Interviews With Cement Customers in Cleveland and Pittsburgh. (Prof. Hans Zeisel, University of Chicago)

SRS 230. AD HOC PURPOSIVE SURVEY. (In process. Self-administered questionnaires to 12,500 respondents)

Opinions of Persons Who are Members of Professional Public Health Associations. (Ray Elling and Walter Grimes, Joint Committee of Study of Education for Public Health, American Public Health Assn.)

SRS 240. AD HOC PURPOSIVE SURVEY. (August, 1963)

In-Plant Interviews of Employee Attitudes in Greenville, North Carolina. (Alan Kerckhoff, Duke University)

PUBLICATIONS:

Kerckhoff, Alan C., Kurt W. Back, and Norman Miller. *Sociometric patterns in hysterical contagion*. See A33.

SRS 250. AD HOC PURPOSIVE SURVEY. (October, 1963. List sample of 700 respondents)

Interviews with Residents of the Queensbridge Housing Project who had not registered for the free services of the Queensbridge Health Maintenance Service. (Medical and Health Research Assn., New York City)

SRS 270. IBM RUNS FROM PREVIOUS STUDY.

Health problems of people aged 60 to 64. Data from Study 383 (A18). (Eugene Friedman, Brown University)

Section SRS

SRS 280. INVENTORY COMPILATION. (October, 1963)

Inventory of Research on Negro Colleges. (Earl J. McGrath, Teachers College of Columbia University)

SRS 290. AD HOC PURPOSIVE. (February, 1963)

Utilization of medical resources, health needs and status and evaluation of services by Spanish-American War veterans. Modified national probability sample with rural cases weighted to produce 1698 interviews (12% with informants). (Dr. Arthur H. Richardson, Florence Heller Graduate School of Advanced Studies in Social Welfare, Brandeis University.)

PUBLICATIONS:

Richardson, Arthur H. and others. *Use of health resources among an advanced aged population: a preliminary report on the Spanco Study.* (21pp.)

SRS 300. CONSULTATION. (October, 1963)

Consultation on the development of an instrument regarding market research on economy fares in the airline industry. (United Air Lines)

SRS 310. ANALYSIS. (November, 1963)

Analysis of Sample, Methodology, etc., of the Clarkston, Washington, Air Pollution Study—"Clarkston Public Awareness Report." (William C. Loring, Bureau of State Services, Public Health Service, U. S. Dept. of Health, Education and Welfare)

SRS 320. AD HOC PURPOSIVE SURVEY. (In process)

Community Attitudes of Residents of the West End Section of St. Louis. (St. Louis Land Clearance Authority)

SRS 330. THIRD NORC AMALGAM SURVEY. (December, 1963. 1,500 respondents)

Cold War Attitudes. (Prof. Jiri Nehnevajsa, Univ. of Pittsburgh)
Negro Protest Movement. (NORC). See also SRS 600.
Blindness. (Herbert Hyman, Columbia University)
Education. (Herbert Hyman, Columbia University)

PUBLICATIONS:

McWorter, Gerald A., and Frank Stafford. "On the 'But one of my best friends is . . . ' syndrome: the social correlates of hypocrisy." A paper presented to the 41st Institute for Social Research, University of Chicago, 1964. (25pp.)

SRS 340. AD HOC PURPOSIVE SURVEY. (In process)

Attitudes of Doctors in New York toward Public Health Services. (Dr. John Colombotos, School of Public Health, Columbia University)

SRS 350. AD HOC NATIONAL SURVEY. (November, 1963)

Public Reaction to the Assassination of President Kennedy. (NORC) Questionnaire and code book at IDL.

PUBLICATIONS:

Sheatsley, Paul B., and Jacob J. Feldman. "The assassination of President Kennedy: a preliminary report on public reactions and behavior," *POQ*, Vol. 28, No. 2 (Summer, 1964). REPRINT

Sudman, Seymour. *Surveys of public opinion in times of crisis.* (1964) REPRINT

SRS 360. AD HOC PURPOSIVE SURVEY. (In process)

Panel Study of Infant and Child Health in Two Areas of the Bronx. (New York City Dept. of Health)

SRS 370. AD HOC PURPOSIVE SURVEY. (In process)

Study of Day Care of Children in Four Areas of New York City. (New York City Dept. of Health)

SRS 380. ANALYSIS. (In process)

Women's Educational and Occupational Codes. (Carnegie Corporation)

SRS 390. AD HOC NATIONAL SURVEY. (In process)

Family Expenditure and Use Patterns on Dental Care. (George Ogawa, HIF)

SRS 600. AD HOC PURPOSIVE SURVEY. (1964)

Chicago School Boycott Study. (Ramon Rivera, NORC.) See also SRS 330.

PUBLICATIONS:

Rivera, Ramon, Gerald A. McWorter and Ernest Lillienstein. "Freedom Day II: a preliminary report on the second Chicago school boycott." A paper presented to the 41st Annual Institute for Social Research University of Chicago, May, 1964. (12pp.)

OTHER SRS STUDIES CURRENTLY IN PROCESS:

SRS 610. Attitudes of Harlem Families. (HARYOU, Inc.)

SRS 620. Re-analysis of *Adolescent Society*, Study F10. (U. S. Office of Education)

SRS 630. Problems in Education. (Stanford University)

SRS 640. Foreign Affairs in Civil Defense. (University of Pittsburgh)

SRS 650. Desegregation in the Public Schools. (Michigan State University)

SRS 660. Obesity. (Duke University)

SRS 670. Study of Health and Family Life in the New York City Area. (Cornell University Medical College)

SRS 680. Study of the Totally Blind. (Herbert Hyman, Columbia University)

SRS 690. Study of Political Elites. (Russell Sage Foundation and NORC)

SRS 700. Pre-School and School Children. (University of Chicago)

SRS 710. Racial Strife in New York's Bedford-Stuyvesant Area. (NORC)

APPENDIX—OPINION NEWS

For five years in the middle 1940's, the National Opinion Research Center published its own journal, *Opinion News*. This was, for the time, the only semi-monthly publication bringing together the most significant findings of leading public opinion research organizations in the United States and abroad.

Opinion News was published semi-monthly from September 13, 1943 (Vol. 1, No. 1) to October 1, 1948 (Vol. 11, No. 7), moving with NORC from the University of Denver to the University of Chicago as of September 15, 1947. It is listed in the *Union List of Serials* under "Denver. University."

Each issue of *Opinion News* was devoted to a specific current topic, usually within the general area of national and international political and economic affairs. The topical analyses were based on surveys conducted by NORC, the American Institute of Public Opinion (Gallup Poll) and its international affiliates, the Fortune Survey (Roper), and others.

Opinion News was indexed by volume (i.e. semi-annually) and, in 1948 only, each issue provided an index of current survey results for all major American and foreign survey organizations. Physical copies of most issues of *Opinion News* are available gratis on request.

INDEX OF STUDIES: corresponding inventory section number(s) for each listed NORC study.

NORC Study	Inventory Number	NORC Study	Inventory Number	NORC Study	Inventory Number
S-1	EW1	S-83RL	E1	FA-1	E7
S-1-M	EW2	S-85	H2	FA-2	E7
S-2	EW3	S-86	B3	FA-3	E7
S-3	EW4	S-89	E2	FA-4	E7
S-5	EW5	S-90	G1	FF-2	G3
S-7	EW6	S-91	B4	J-1	} EW83-91a
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S-17	EW8-9, EW154	S-93	H3	J-3	
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*"Foreign affairs" subsumes the following subjects: foreign relations (war and post-war); foreign aid; armed forces; Korean Conflict; tariff; displaced persons; Atomic power; disarmament; United Nations; cultural exchange.

**"Domestic affairs" subsumes the following subjects: economic conditions; media; polls; current issues, problems; personalities.

***"Domestic politics" subsumes voting; candidates; political parties.

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