

Contents

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>Foreword to the English edition 2017</i>	ix
<i>Introduction</i>	xi
1 The context of Lazarsfeld's communication studies	1
1.1 Paul Lazarsfeld's life story	1
1.2 The social context of Lazarsfeld's life and work in Vienna	6
1.3 Communication research in the context of Lazarsfeld's work	13
1.4 Lazarsfeld's contribution to communication research in the context of the theory and study of mass communication	17
Notes	23
2 Lazarsfeld's first 'communication studies'	25
2.1 The early stages of cooperation with Austrian radio – psychological experiments	25
2.2 Research on Radio-Wien listeners – Lazarsfeld's RAVAG study	28
2.3 Magazines in American cities – a secondary analysis of aggregated data	31
Notes	36
3 The Princeton years of radio research	39
3.1 The search for a project director	39
3.2 The first research reports	40
3.3 Radio and the printed page	44
3.3.1 Analysing and building radio audiences	46
3.3.2 The reciprocal effects of radio and the press	49
3.4 The research moves to Columbia University	53
Notes	54

4	The radio research yearbooks during World War 2	56
4.1	<i>Radio broadcasting for specific groups of listeners</i>	57
4.2	<i>An analysis of musical programmes on the radio and the collaboration between Paul Lazarsfeld and Theodor Adorno</i>	60
4.3	<i>Radio broadcasting in wartime in the democratic society of the United States</i>	66
4.4	<i>Research on radio audiences in Great Britain</i>	69
4.5	<i>German radio propaganda – research on totalitarian communication</i>	70
4.6	<i>A content analysis of daytime radio serials and a social analysis of their audiences</i>	74
4.7	<i>Research uses of the ‘program analyzer’ and measuring its reliability and validity</i>	76
	Notes	80
5	Two major studies by Paul Lazarsfeld’s colleagues	81
5.1	<i>The Invasion from Mars – a study of the panic caused by a radio broadcast</i>	82
5.2	<i>Mass persuasion – the war bond drive</i>	91
	Notes	98
6	Representative studies of radio listeners	101
6.1	<i>Listener populations and overlapping audiences</i>	102
6.2	<i>Criticism of advertising and measuring criticism</i>	106
	Note	112
7	The birth of communication research	113
7.1	<i>Who doesn’t listen to daytime serials? What advice for radio stations?</i>	114
7.2	<i>What does it mean for readers to ‘miss their newspapers’?</i>	118
7.3	<i>Types of personal influence and models of influence in local communities: R. K. Merton’s study of influence as an example of a new type of communication research</i>	122
	Notes	128
8	Lazarsfeld’s communication research: Its credo and its contribution to sociology	130
	Summary	135
	References	137
	Index	144