

CONTENTS

Foreword by Elisabeth Noelle	11
Acknowledgments	13
1. PAUL LAZARSFELD'S RESEARCH BIOGRAPHY	15
1.1 Introduction	15
1.2 The Vienna Years	16
1.3 Lazarsfeld's early Years in the United States 1933–1939	17
1.4 The Columbia Years and The Bureau of Applied Social Research	19
1.5 Lazarsfeld's Scientific Organisational Activities	20
– The Idea of Professional Training in Social Research	20
– The History of Empirical Social Research	21
– Applied Sociology	21
1.6 "Lazarsfeld's Sociology" – Criticism and Responses	22
– The Discussion surrounding Paul Lazarsfeld's Approach during his Lifetime	22
– Criticism of Lazarsfeld's "Columbia Sociology Machine"	23
– The Response to Criticism – Lazarsfeld's Workshop and "Columbia Sociological Thought"	24
1.7 Awards and Appreciation	24
2. PAUL LAZARSFELD AS METHODOLOGICAL INNOVATOR	27
2.1 Reason Analysis – A Method for Research on Decision-Making Processes	28
2.2 "Programme Analyser" – a Device for Programme Evaluation	32
2.3 The Focused Interview – The Qualitative Method Developed by R. K. Merton	37
2.4 Panel Analysis	38
2.5 Survey Analysis and the Principles of the Elaboration Model	44
– Replication	49
– Explanation	50
– Interpretation	50
– Specification	51

2.6	Latent Structure Analysis	52
2.7	Mathematical Sociology	60
2.8	The Language of Social Research and Other Volumes on Methodology	60
2.9	Contextual Analysis in the "Academic Mind"	61
2.10	Summary and Conclusions	62
3.	LAZARSFELD'S FAMOUS RESEARCH PROJECTS	
	Introduction	65
3.1	The "RAVAG" – Study: The First Large Media Study in Central Europe	65
3.2	Marienthal – Multiparadigmatic Research on an Unemployed Community	70
3.3	The "Princeton Radio Project" and the Continuation of the Project at Columbia University	85
	– Lazarsfeld's Methodology in the Communications Research Project	86
3.4	People's Choice – A Panel Study of How Voter Preferences Are Formed	90
	– The Main Contribution of "The People's Choice" Study	91
	– The Methodology of the "People's Choice" Study	93
3.5	Lazarsfeld's Next Sociological Research Projects	112
4.	CONCLUSION – PAUL LAZARSFELD'S CONTRIBUTION TO SOCIOLOGICAL RESEARCH METHODOLOGY	115
	Selected Bibliography of Paul Lazarsfeld's Most Important Works	117
	References	123
	Name Index	135