

Survey Research in the United States: Roots and Emergence 1890-1960

Jean M. Converse

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Jean M. Converse : Survey Research in the United States: Roots and Emergence 1890-1960 before purchasing it in order to gage whether or not it would be worth my time, and all praised Survey Research in the United States: Roots and Emergence 1890-1960:

2 of 2 people found the following review helpful. A key text blending history with social science fundamentals By Midwest Book Review College-level audiences studying social science or research methodology will appreciate

SURVEY RESEARCH IN THE UNITED STATES: ROOTS AND EMERGENCE 1890-1960. Such research became the cornerstone of development in 20th century social science, fostering an entire genre of survey methods and public opinion polls that budding social scientists should know about. From the roots of survey research ideas to its applications in politics and business, this is a key text blending history with social science fundamentals. 1 of 1 people found the following review helpful. **The Definitive History of Polls and Surveys** By Howard Schuman This is a comprehensive and exceptionally well written account of how polls and surveys originated and developed. It covers all the major issues and important individuals involved in creating what is now the most important application of social science to our understanding of both public issues and social problems. Anyone who does or relies on surveys will find much of value in Jean Converse's book.

Hardly an American today escapes being polled or surveyed or sampled. In this illuminating history, Jean Converse shows how survey research came to be perhaps the single most important development in twentieth-century social science. Everyone interested in survey methods and public opinion, including social scientists in many fields, will find this volume a major resource. Converse traces the beginnings of survey research in the practical worlds of politics and business, where elite groups sought information so as to influence mass democratic publics and markets. During the Depression and World War II, the federal government played a major role in developing surveys on a national scale. In the 1940s certain key individuals with academic connections and experience in polling, business, or government research brought surveys into academic life. By the 1960s, what was initially viewed with suspicion had achieved a measure of scientific acceptance of survey research. The author draws upon a wealth of material in archives, interviews, and published work to trace the origins of the early organizations (the Bureau of Applied Social Research, the National Opinion Research Center, and the Survey Research Center of Michigan), and to capture the perspectives of front-line figures such as Paul Lazarsfeld, George Gallup, Elmo Roper, and Rensis Likert. She writes with sensitivity and style, revealing how academic survey research, along with its commercial and political cousins, came of age in the United States.

About the Author Jean M. Converse was the director of the Detroit Area Study at the University of Michigan. She is the author of *Conversations at Random: Survey Research as Interviewers See It* and *Survey Questions: Handcrafting the Standardized Questionnaire*. Jean M. Converse was the director of the Detroit Area Study at the University of Michigan. She is the author of *Conversations at Random: Survey Research as Interviewers See It* and *Survey Questions: Handcrafting the Standardized Questionnaire*.