

Comunicacion De Masas Gusto Popular Y Accion Social Organizada Lazarsfeld Paul F Merton Robert K

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Sociology of Paul Felix Lazarsfeld Taking Society's Measure Radio Research, 1941 Paul Lazarsfeld's Research Methodology Personal Influence, the Part Played by People in the Flow of Mass Communications *Columbia University (NEW YORK). Bureau of Applied Social Research Paul Felix Lazarsfeld Paul Felix Lazarsfeld Paul F. Lazarsfeld Robert King Merton Paul F. Lazarsfeld Robert B. Smith C. Crothers Paul Felix Lazarsfeld Christian Fleck Paul Felix Lazarsfeld William Hamilton Sewell David E. Morrison Paul Felix Lazarsfeld Herbert Hyman Paul F. Lazarsfeld Hynek Je bek Elihu Katz*

an epic spanning more than half a century of taiwan s history this breathtaking historical novel traces the fortunes of the pengs a family of hakka chinese settlers across three generations from the 1890s just before taiwan was ceded to japan as a result of the sino japanese war through world war ii li qiao brilliantly re creates the dramatic world of these pioneers and the colonization of taiwan itself exploring their relationships with the aboriginal peoples of taiwan and their struggle to establish their own ethnic and political identities this carefully researched work of fiction draws upon li s own experiences and family history as well as oral and written histories of the era originally published in chinese as a trilogy this newly translated edition is an abridgement for english speaking readers and marks the work s first appearance in the english speaking world it was well received in taiwan as an honest and influential recreation of taiwan s history before the relocation of the republic of china from the mainland to taiwan because li s saga is so deeply imbued with the unique culture and complex history of taiwan an introduction explaining the cultural and historical background of the novel is included to help orient the reader to this amazingly rich cultural context this informative introduction and the sweeping saga of the novel itself together provide an important view of taiwan s little known colonial experience

the eighteen essays in on social research and its language illustrate the diversity of lazarsfeld s substantive methodological and organizational interests spanning the years 1933 to 1972 they encompass his own works of social research as well as writings on methodology and the history and sociology of social research articles on methodology observing classifying and building typologies analyzing the relations between variables qualitative analysis and macrosociology form the bulk of the book in addition raymond boudon provides a revealing biography of lazarsfeld and his influence on sociology

publisher description

without paul f lazarsfeld the social sciences would not be what they are today in his ground breaking work on unemployment voting consumer behavior and social influence among other subjects his methodological emphasis on vigorously controlled scientific language and structures transformed social research worldwide lazarsfeld s systematic criticism of observational conceptual and inferential procedures in sociology led to the the formation of universally applied observational and analytical techniques such as the panel design of observation and contextual and multivariate analysis his methodology for empirical social research had a profound effect on all the social sciences the eighteen essays in on social research and its language illustrate the diversity of lazarsfeld s substantive methodological and organizational interests spanning the years 1933 to 1972 they encompass his own works of social research as well as writings on methodology and the history and sociology of social research articles on methodology observing classifying and building typologies analyzing the relations between variables qualitative analysis and macrosociology form the bulk of the book in addition raymond boudon provides a revealing biography of lazarsfeld and his influence on sociology these classic writings by a formative figure of modern social science will be an indispensable reference for scholars across the historical and social science disciplines

uniquely focusing on intersections of social problems multilevel statistical modeling and causality the substantively and methodologically integrated chapters of this book clarify basic strategies for developing and testing multilevel linear models mlms and drawing casual inferences from such models these models are also referred to as hierarchical linear models hlms or mixed models the statistical modeling of multilevel data structures enables researchers to combine contextual and longitudinal analyses appropriately but researchers working on social problems seldom apply these methods even though the topics they are studying and the empirical data call for their use by applying multilevel modeling to hierarchical data structures this book illustrates how the use of these methods can facilitate social problems research and the formulation of social policies it gives the reader access to working data sets computer code and analytic techniques while at the same time carefully discussing issues of causality in such models this book innovatively develops procedures for studying social economic and human development uses typologies to group i e classify or nest the level of random macro level factors

estimates models with poisson binomial and gaussian end points using sas s generalized linear mixed models glimmix procedure selects appropriate covariance structures for generalized linear mixed models applies difference in differences study designs in the multilevel modeling of intervention studies calculates propensity scores by applying firth logistic regression to goldberger corrected data uses the kenward rogers correction in mixed models of repeated measures explicates differences between associational and causal analysis of multilevel models consolidates research findings via meta analysis and methodological critique develops criteria for assessing a study s validity and zone of causality because of its social problems focus clarity of exposition and use of state of the art procedures policy researchers methodologists and applied statisticians in the social sciences specifically sociology social psychology political science education and public health will find this book of great interest it can be used as a primary text in courses on multilevel modeling or as a primer for more advanced texts

paul f lazarsfeld 1901 1976 was an austro american sociologist who contributed powerfully at mid 20th century to the establishment of social research methodology the craft of empirical social research and in developing infrastructure to support this he also greatly impacted studies of the social psychologies of decision making and social consequences and communication studies and voting studies where he as an acknowledged father particularly of a quantitative nature he also contributed to the history and sociology of social research especially applied social research he worked energetically with a changing stable of collaborators in an engagement with an ever expanding agenda of sociological and methodological issues and problems and then put much energy into labelling these and diffusing them while in his youth lazarsfeld was heavily engaged with social democratic

this book is available as open access through the bloomsbury open access programme and is available on bloomsburycollections com from the beginning of the twentieth century scientific and social scientific research has been characterised by intellectual exchange between europe and the us the establishment of the third reich ensured that from the german speaking world at least this became a one way traffic in this book christian fleck explores the invention of empirical social research which by 1950 had become the binding norm of international scholarship and he analyses the contribution of german refugee social scientists to its establishment the major names are here from

adorno and horkheimer to hirshman and lazarsfeld but at the heart of the book is a unique collective biography based on original data from more than 800 german speaking social scientists published in german in 2008 to great acclaim fleck s important study of the transatlantic enrichment of the social sciences is now available in a revised english language edition

vienna during and after world war i instructor in social psychology university of vienna 1927 empirical studies rockefeller foundation traveling fellowship in united states 1933 35 university of newark research center 1935 director rockefeller princeton radio project 1937 columbia 1940 bureau of applied social research 1941 market research impressions of hadley cantril frank stanton samuel stouffer robert lynd luther fry

morrison argues that focus groups are overused and cannot deliver what is often claimed the study compares the organisation of knowledge within a university setting and in market research

how are we as members of a society informed of conditions that affect our social welfare how does the government register the impact of its actions on its citizens the turbulent 1930s saw the emergence of sample survey research as an increasingly valuable technique of social inquiry perhaps no one championed this nascent discipline as vigorously as herbert hyman one of those pioneering investigators whose talents were so closely associated with the rapid growth of survey research that their professional careers and reputations became virtually indistinguishable from the field itself hyman s personal account is a remarkable contribution to the history and sociology of social research his experiences with the u s department of agriculture the office of war information the u s bombing surveys of germany and japan the national opinion research center and the bureau of applied social research are all documented with fascinating insight into the critical events and prominent individuals that shaped the field of survey research between the late 1930s and the late 1950s

paul lazarsfeld is one of the founders of the field of empirical social research he gained recognition in the development of data collection and analysis he pioneered market surveys and public opinion polls and founded mass media research as well as communication research he examined ideology leaders interpersonal communication unemployment election preferences formation as well as threats to academic liberties

this book presents paul lazarsfeld s work in a unique way in all of the above mentioned fields of applied social research it consists of three parts biography an overview of methods and survey strategies with which lazarsfeld enriched modern methodology and chapters devoted to his most famous surveys of media unemployment and election behaviour the book is published in english

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