

Systemed Studies on Opinion Polling: Volume 2

By
Stuart C. Dodd

Compiled and Edited
By
Burt Webb

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Volume 2

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Overview of Book

This book was originally intended to be one of a set of four themed volumes covering the life's work of Dr. Dodd for publication by an academic publisher around 1970. Unfortunately, the project was cancelled. This is Volume 2 of Dodd's collected papers on Opinion Polling.

Notes on Articles in Systemed Studies on Opinion Polling

written by Dodd for Christopher's rewriting

The format of each of the 42 Prefaces to the 42 articles of this Volume 3 was agreed on to comprise four sorts of paragraphs (though the last three may be flexibly merged, omitted, or otherwise treated within and between sets of articles).

- i.e., 1) an Abstract of the article, labeled as "Abstract," in 100-200 words;
2) Sentences placing the article (with hindsight) within the eight-factor transact formula,

$$B_{ir} = (A;P;T;V;W;L;M;C]$$

— noting the factors stressed in the five sections — and noting any relation to the Likability submodel

$$B_{LK} = \underset{s}{s} [(A_F;A_K;A_{Di});P^P;T^{-1};(V);W;L;M;C]_s^s ;$$

- 3) any biographic comment, date of article, etc.;
4) any evaluative, or other, comment 8CC may want to write.

For procedure in writing up, I would advise preparing abstracts first at least for each section. Then write up the other paragraphs for each article or section of articles. Finally, write the general preface to Volume 3 so that it grows inductively out of the summarized articles as a synthesis of your comments (and mine here) in general.

I would like to have the general preface to the volume include:

- a) Its place among the four volumes of Systemed Studies on Human Transactions. This can be briefly noted since my Preview to the four volumes will be repeated in each volume.
- b) Note that "polled opinion" is speech behavior (or symbolic interaction) measured by polls and so is a transact or "recorded act-in-context." It's a subcase of my Methodological Transact Theory which says: "Insofar as Transact A and later Transact B match features, in just so far A predicts B," etc. The eight transactors, especially Wordings, W, and the four-corner scripts or facets; especially the zero exponent (cite articles in other volumes), all apply here. I'd like to develop the Transact Model as an explicitly predictive and controllative theory and more than a classification scheme.
- c) Note that polling is methodology, the observer's behavior, i.e., the scientist's transaction.
- d) Note that the Likability Theory is an amplifying of transact theory and so should cover or subsume both "opining" and "polling" behaviors. Does it? Invite the reader to test this hypothesis.

The general preface might well run over the five sections (unless you prefer a Section Preface). Show how the topic of each focuses on specified transactors.

Note that the classifying of articles under these headings is ex post facto and since all 150 articles are to be fitted in somewhere, some articles fit better than others. The first and last articles in each of the five sections are arranged generally to introduce and

summarize the section heading.

My biographic periods have been (this is too detailed--as you requested)

1900 Oct.3 Born in Tales, Turkey. (My father was a medical missionary.)
1905-6 First grade in Montclair, N.J. (Parents on furlough in U.S.)
1906-13 Finished 8th grade in Turkey (Father taught me Arithmetic; mother all other subjects)
1913-17 High school, Montclair
1917-18 Tutored a paralytic boy to start earning my way through college 1918-22
Princeton, BS, BK, MA, and Ph.D.
1922-23 Psychologist, State Home for Boys
1923-26 MA & Ph.D. Princeton
1926-27 London Karl Pearson and C. Spearman Rockefeller Fellow
1927-47 Prof. of Sociology, American University of Beirut (AUB)
1929-47 Director, Social Science Research Section at AUB
1943-44 Director of Surveys in Sicily AFHQ Lt. Col. and later in London
1947-71 Professor of Sociology, University of Washington, Seattle 1947-61
Director Washington Public Opinion Laboratory
1950-53 Director Project Revere (Diffusion Experiments for Air force) June 1971
Retired

Also see my vita, 12 Who's Who's etc., and Article #39.

Section 4 on Values in Polling

The 12 articles in this Section IV concern first opinion polling — the theme of Volume 3 — as studies on the methodology or observers behavior when observing the opinions, i.e., the verbalized attitudes or asserted preparedness of people to act. Secondly, the subtheme here concerns values in polling — what is chosen as most valuable or worthwhile to poll. The focus is on polling the things-liked most, the values factor, V in the 8-factor transact model. Volume 1 collected together my articles that focus primarily on the substantive values that people live and strive for. In this Section of Vol. 3 the articles deal primarily with how to poll such values, how to measure them^s These articles concern the concepts and indices, the matrices and other scientific methods whereby men can observe values more exactly and fully.

#28 "The Likability Theory" Thus the first two articles — on the Likability Theory and its subtheory on Tensions towards things-liked (called "likables") — occur in fuller versions in other volumes but here they may be re-studied with their methodology of upper most interest.. In the Likability Theory we have analyzed and synthesized more fully than in any other articles of mine — the precise methods for isolating and measuring the four parts of the definitive behavioral sentence: "Values are valuing things-valued in relevant context." This sentence isolates the agent, the act, and object of value in its modifying setting. Its grammatical structure of subject, verb, object, and prepositional phrase analyzes cleanly (out of an often blurred composite situation) the four universal transfactors, PAVC. Thus the product of factors of Population, Action, Values, and Residual Circumstances provide standardizing synthesis of highly universal factors. They decompose an initial valuation situation, or gross unit of symbolic interaction, into elemental units that can be re-composed to restore and even improve on the initial situation. Here we have sketched the strategy of scientific method applied to the polling of opinions, especially most valued opinions. This Article #28, spells out the last sentence in more explicit detail.

#29 "A Tension Theory of Societal Action," though written earlier, actually expands the second and third parts of the Likability Theory. For a tension, E, is defined as a ratio ($E=A_F/V$) of the total strength of feeling or the liking activity $=A_F$ to the amount of the thing-liked ($=V$), (This A/V is the demand-supply ratio in Economics). This exchange ratio when expanded to include the matrix of its context (the other transfactors in any transaction studied) becomes the full Likability Theory.

- a) I believe that the Likability theory including its three parts, namely: the "likes hypotheses" of how feelings, knowings, and doings largely determine a person's behavior, as to its internal determiners;
- b) the likables, or tension, hypotheses of how this relation to the supply of things-liked further conditions a person's behavior; and
- c) the likability hypotheses as to all further conditioning by any relevant setting whether experienced in the past, operative currently, or expected in the future —

all jointly explain and predict people's behavior more fully and testably than any other comprehensive theory of the behavior of man-in-society. This working hypothesis can, as it becomes more widely published and known, be tested by other behavioral

scientists throughout the range of human cultures.

#30 "On Criteria for Factorizing Correlated Variables" This was the earliest of my quantitatively rigorous articles. It was only in part drafted by me — Karl Pearson wrote most of the text. I had the idea and convinced Pearson of it when I turned up in his Biometrika Laboratory in London in 1926 fresh with my Princeton Ph.D. in Psychology but with an abysmal gap in my mathematical training. He took my first draft of the argument (that if a multiple correlation were observed to be perfect at $R = 1.00$, its standard error from sampling must always be zero) and rewrote it overnight. The recast draft he handed me the next morning was so technically exactly phrased I couldn't understand it! It took me several weeks study to learn the implications of each sentence and equation. He later offered to publish the article in Biometrika (and thereby gave me a strong boost in professional reputation that flowered in time into a dozen Who's Who listings of scientists). I claimed the article should be signed by him as its actual writer and not by me who had drafted only a small fraction of its phrasing. But he insisted that the idea and its general proof was mine and his contribution had been a part of his job as professor to instruct me in the technical language and for this I had paid my laboratory fee. A generous treatment of a young colleague which I gratefully record!

The classifying of this article "On Criteria for Factorizing. . ." under this section dealing with "values in polling" needs justifying. It could have been placed elsewhere in these four volumes, but I felt its crux was the choice of the criterion, the value judgment in selecting the case of $R=1.00$ to discuss. The ensuing article was deduced from the implications of that initial choice and simply illustrated a piece of such statistical methodology.

#31& #32 "The Concord Index for Social Influence" and "The Concordance Models for Social Control" These two articles should be treated together; they are Parts 1 and 2 of a proposal to so measure cases of social control, or self-government, as to help society get the results and by-products it wants increasingly and to prevent undesired outcomes. Their joint or unified impact on readers and society is greatly reduced by their publication in journals so distantly related in audiences and subject matter. Bringing these two articles together is an example of the usefulness of this 4-volume series — to multiply the unitary impact of its ideas, now fragmented and scattered among over sixty journal and publishers.

If human society wants improved self-government in directing social evolution as mankind may want most, then the social scientist should help develop and test better means to such ends. Such improved means are proposed in these two papers describing indices and models whereby controllers, their agents, and their controllees or voters, officials, and citizens generally can get more effective and efficient integration of their various goals and programs there to and fulfillments thereof.

Science is often accused of supplying only cognitive means to man's ends and neglecting affective factors as being in humanistic fields involving value judgments. Too frequently scientists supply the know-how to solve some problem but not the motivation to use it properly. They may even disclaim that function. The concord and likability models can help here. For the index of concord can integrate indices of knowing, feeling, and doing applied to society's goals, programs, and evaluations of them. The

concord indices, suitably specified, can both help men to diagnose their current goal-deficits or problems and also help to remedy them with improved know-how, motivation and experience-based performance.

- #33 "Racial Attitude Survey as a Basis for Community Planning: the Broadview (Seattle) Study." This study illustrates how the policy sciences or "value sciences" — for which polling supplies the chief methodology — can be built up with increasingly rigorous application of scientific methods.

This study illustrates how scientific observing and measuring of the values and feelings of a population with the testably valid logical and statistical inferences from those attitudinal facts can help to convert so-called soft humanistic disciplines into hard scientific disciplines, increasingly.

In evaluating this study of racist hostility and a community's efforts to reduce it, the reader should note its date — in 1949. This antedated by five years the Supreme Court's decision declaring that separated schooling was unequal schooling and so accelerating the civil rights and anti-segregation movement and legislation in the United States. This study was made before I had developed the indices for likability and concord as in the pre-ceding articles — which could have helped to sharpen and summarize the Broad-view survey.

- #34 "Can We Be Scientific About Humanism?" The thesis of these four volumes of "Systemed Studies on Human Transactions" is the thesis of this paper. It seems to me essentially the thesis of scientists generally and might be called the value system of scientists. Though variably expressed, this thesis asserts that scientific methods make a science; that the empirical testing of all scientific hypotheses and theories builds man's knowledge of scientific laws; or that science is that which works; i.e. that which testably recurs most invariantly under recurring conditions. This paper starts applying scientific methods — such as inducing and testing hypotheses — to the humanists' philosophy of life. It invites further empirical testing with increasingly rigorous techniques of controlled experiments (see Article 26 in Vol. 1 for such extensions).

Biographically, this paper, published in *The Humanist* in 1958, was written during the period of my most active connection with the American Humanist Association serving a term as Director and a term as Vice President. It contributed to strengthening Scientific Humanism as distinct from Literary Humanism within that Association.

- #35 "Use Scientific Methods in Planning" This paper again illustrates my interest in combining pure and applied research. Here I advocate, with examples, applying purely scientific methodology to practical problems of developing and testing national Five and Ten-Year Plans in the Arab world. The paper was presented at an annual conference in Boulder of the 13,000 member Organization of Arab Students. It received their Merit Award of the year. It expressed, from twenty years service at the American University of Beirut, my advice to Arab students preparing in America for leadership in their homelands. It expressed my answer to George Lundberg's question of a quarter century ago "Can Science Save Us?" I answer, as he did, "Yes!" and add "Here's how science can save us — by pursuing the value sciences to learn solutions to our social problems in the future as fully as pursuing the physical sciences has given us solutions to our

physical problems in the past."

#36 "A Measure of Man's Maturity" This paper started out as a sermon I gave at a Unitarian Church service in Bremerton. It developed into a scientific hypothesis, plausibly expressed here, but not yet experimentally tested, that an index measuring social maturity could be devised from the time span of one's goals. Maturity is hypothesized to grow as that time span grows from a few minutes in a baby, 'Lionel's lifetime in youth, and on to generations ahead among humanity's most far-sighted statesmen. I believe that such an index can be standardized and its implications worked out and increasingly tested by controlled experiments on individuals and groups. Here seems to me a case in the value sciences of a hypothesis not yet fully formed, yet pregnant with promise.

#37 "A Proposed Campus Poll or Opinion Gauge" This proposal for a permanent campus polling agency or demoscope could combine, to very high degree applied and pure research in the value sciences or policy sciences. Monthly polling of students, faculty, and relevant community could yield data on their behavior, attitudes, and values or preferences that could guide their governing bodies or body as to decisions involving their members assent, conforming, and approval or their opposites. Close and equal participation by all persons in decision making could be sensitively secured however large and impersonal the system — as in a university with several tens of thousands of persons. As human institutions whether of government or business, education or religion, or any other organization grow ever larger and more complex and consequently shrink the relative importance and power of every individual, a democratic society urgently needs compensating or corrective devices like periodic polling to sensitize the monster system to the needs and aspirations of its every member. Such polling could reduce confrontations, demagogic pressures, minority overclaims, and let any "silent majority" all speak with equal opportunity and due weight in the group's actions.

As an instrument for pure research a funded demoscope could gather, intercorrelate and systematize cumulatively, any and all data that are reportable by persons from their own behavior attitudes and situations. A demoscope could advance the social sciences as the microscope has advanced biology, or the telescope has advanced astronomy.

#38 "The Course Critique Corrector — A Feedback Subsystem for Evaluating Course Critiques" This study reports a feedback upon a feedback on a social system. The system of university education or interacting of students and teachers has long had a feedback in its examination system whereby teachers get feedback on what students have learned. In recent years, published studies such as reported here, have probed the student's reactions to their teachers and polled analytically the impact, in a dozen scaled respects, of their teachers on the student respondents. Such two-way feedback on and by each of the two interacting parties develops stabilizing and fuller control, or cybernetic guidance, in any large and self-governing system.

Incidentally, this study coupled with our Epicosm models for a dynamic ever cycling cosmos (Articles 28, Vol. 1; Articles 37-40, Vol. 4) have combined in my thinking to suggest an hypothesis of staggered cycles of interacting that may explain and predict all cybernetic feedback whether random or systematic in any system whatever (not yet

published).

#39 "Dimensions of Lundberg's Society as Foundations for Dodd's Sociology — A Case Study of a Professional Partnership" This article is my review of twenty years in Seattle. It reports to the profession my second half life as a research professor of sociology. It includes a listing of my 150 research articles that contribute to some twenty or more disciplines. These have been inaccessibly scattered over sixty journals and publishers until Gordon & Breach are now republishing them for unifying impact and greater availability in the present four-volume series of Systemed Studies on Human Transactions. (Editor's Note: This publishing deal was cancelled due to financial problems of the publisher.)

This paper also marshals in one list the 53 scales and indices I have contributed to the Measurement step of methodology as in the Behavioral Sciences.

The paper was invited for the Lundberg Memorial session of the Pacific Sociological Association in 1967 and expected to appear in a PSA memorial volume for which funding was voted but was never carried through after a change of editors. It was then requested by Kaare Svalastoga for publication in the University of Copenhagen's Sociological Microjournal.

It contains a story of biographic and human interest in the development and strategy of George's and my thirty years of professional partnership.

Section 5 on Systemizing Polling

This final Section V of Volume 3 presents three articles which review our administrative and academic efforts to systemize polling.

Note our distinctions among the three verbs formed from the noun "system."

- a) Systeming = the act in progress of forming a system among empirical entities or referents of the name, "system," e.g., building an arch out of a set of stones or a football team from a set of men, etc.
- b) Systematizing = the act in progress of forming a system among the words, naming the interacting parts and the whole, a verbal system, an algebraic formula, a constitution for a nation, etc.
- c) Systemizing = the act to progress of forming (a) and/or (b) their product or their sum.

See the Overview of the 4-volume series repeated in each volume and articles. See Article #8 and #9 and also #7 in this volume.

#40 "The Washington Public Opinion Laboratory" is the prospectus in 1947 initiating the new Laboratory. It tells of our practical efforts to organize the Washington Public Opinion Laboratory at the University of Washington in Seattle, WA.

#41 "Seven Year Report 1947-1954" reports on our progress in the operation of the Washington Public Opinion Laboratory (P.O.L.) during its first seven years.

#42 "Scientizing the Probable Acts of Men — Copenhagen Lectures" tells more of my

attempts verbally to systematize the behavioral science and its chief operational instrument, the demo-scope or poll. This verbal system is represented by the transact model for the probable acts of men, the step-parts model for polling, and the present four volumes on "Systemed Studies." This paper was a fuller reporting to the profession in 1968 on my P.O.L. and lifetime contributions towards systemizing behavioral science increasingly.

A major problem underlying Section V and most of Volume 4 seems to me to be the extensionalizing of behavioral science. I see the most promising future for behavioral science as the chief means to man's end to consist in developing it extensionally. This means to try to use all terms in behavioral science as names for a set of referents which are the instances of occurrence (in time and space and the human population) of whatever that word stands for. This means seeing every word extensionally as a name for a set of pointed-out instances instead of perceiving it intensionally as a name for a property or compound of properties (as in most dictionary definitions). The extensional view means closer and more testable one-to-one correspondence between every word and its referent — as in mathematics. The exact or hard sciences achieve this semantic ideal of one-to-one correspondence between name and thing-named, word and deed, more fully and testably than the less exact or softer Behavioral sciences.

This extensionalizing of behavioral science can be greatly furthered by our reiteration rules. These tell how to analyze and re-synthesize every word into reiterant elements of appropriate sorts and recompound their sums, products, etc., into extensionally formulated concepts whose interaction as words in a sentence or symbols in a formula will predict the behavioral or empirical interaction of their referents. Thus compare the fuzzy intensional phrase "public opinion A on an issue resembles opinion B" with the definite extensional phrase "polled opinion on A correlates at $r = .71$ (or $r^2 = .5$) with polled opinion on B." By the extensional phrasing we learn that half the determining elements of opinion A are shared with opinion B ($r^2 = 1/2$) and this population's consequent expected behavior can be more exactly and reliably predicted to that extent.

The whole effort of P.O.L., dedicated to basic research in behavioral science, was increasingly to scientize, — to systemize — the behaviors of the pollers and the people they polled.