## Contents

Preface		vii
Acknowledgments		xi
1	Introduction	1
2	The Postwar Campaign for Scientific Legitimacy	22
3	Quantitative Methods and the Institutionalization of Exclusivity	46
4	Social Theory and the Romance of American Alienation	68
5	Theories of Mass Society and the Advent of a New Elitism	88
6	Fads, Foibles, and Autopsies: Unwelcome Publicity for Diffident Sociologists	122
7	Pseudoscience and Social Engineering: American Sociology's Public Image in the Fifties	172
8	The Perils of Popularity: Public Sociology and Its Antagonists	203
9	Conclusion: The Legacy of the Scientific Identity	233
Bibliography Index		253 277