

# TABLE OF CONTENTS



---

FOREWORD . . . . .	vii
C. EASTON ROTHWELL, Stanford University	

## PART I. SCOPE AND FOCUS

I. THE POLICY ORIENTATION . . . . .	3
HAROLD D. LASSWELL, Yale University	
II. THE PERSON: SUBJECT AND OBJECT OF SCIENCE AND POLICY . . . . .	16
ERNEST R. HILGARD and DANIEL LERNER, Stanford University	
✓ III. THE STUDY OF THE PRIMARY GROUP . . . . .	44
EDWARD A. SHILS, University of Chicago	
✓ IV. THE STUDY OF NATIONAL CHARACTER . . . . .	70
MARGARET MEAD, American Museum of Natural History	
✓ V. THE STUDY OF CULTURE . . . . .	86
CLYDE KLUCKHOHN, Harvard University	
VI. WORLD ORGANIZATION AND SOCIETY . . . . .	102
HAROLD D. LASSWELL	

## PART II. RESEARCH PROCEDURES

VII. PROBABILITY METHODS IN SOCIAL SCIENCE . . . . .	121
HANS REICHENBACH, University of California at Los Angeles	
VIII. MATHEMATICAL MODELS IN THE SOCIAL SCIENCES . . . . .	129
KENNETH J. ARROW, Stanford University	
IX. QUALITATIVE MEASUREMENT IN THE SOCIAL SCIENCES: CLASSIFICATION, TYPOLOGIES, AND INDICES . . . . .	155
PAUL F. LAZARSFELD and ALLEN H. BARTON, Columbia University	
✓ X. COMMUNICATION PATTERNS IN TASK-ORIENTED GROUPS . . . . .	193
ALEX BAVELAS, Massachusetts Institute of Technology	
XI. INTERVIEWING AS A SCIENTIFIC PROCEDURE . . . . .	203
HERBERT HYMAN, National Opinion Research Center	

## PART III. POLICY INTEGRATION

XII. EXPECTATIONS AND DECISIONS IN ECONOMIC BEHAVIOR . . . . .	219
GEORGE KATONA, University of Michigan	
XIII. THE SAMPLE INTERVIEW SURVEY AS A TOOL OF RESEARCH AND POLICY FORMATION . . . . .	233
RENSIS LIKERT, University of Michigan	

XIV. PSYCHOLOGICAL WARFARE RECONSIDERED . . . . . 252  
 HANS SPEIER, Rand Corporation

XV. THE NATURAL SCIENCES IN POLICY FORMATION . . . . . 271  
 DOUGLAS M. WHITAKER, Stanford University

XVI. SOCIAL SCIENTISTS AND RESEARCH POLICY . . . . . 282  
 ROBERT K. MERTON, Columbia University, and DANIEL LERNER

BIBLIOGRAPHY AND INDEX

BIBLIOGRAPHY . . . . . 311

INDEX . . . . . 339