## Contents



Introduction to Revised Edition Preface	vii xvii
I. THE APPEARANCE OF PUBLIC COMMUNITY LIFE: THE INTEGRATING SYMBOLS	
1. Social, Economic and Historical Setting of the	
Community	3
A First Impression	3
Social and Economic History	5
The Early Period	6
The Growth of Village Industry and General	
Farming, 1855-1880	6
The Decline of Farming and General Pros-	
perity in the Village, 1880-1910	7
Mass Migration and the Gasoline Engine,	•
1910-1930	8
The Great Depression and the Great War,	
1930-1950	II
An Informal Census	15
The Economic Basis of Community Life	19
Social and Organizational Life	22
2. Springdale's Image of Itself	29
"Just Plain Folks"	-9 29
Rural Virtues and City Life	30
"Neighbors Are Friends"	33
Good Folks and Bad Folks	36
"We're All Equal"	39
The Etiquette of Gossip	4I
	-1-
II. MAJOR INSTITUTIONAL REALITIES	
3. The Major Dimensions of Social and Economic	
Class	49

The Meaning of Work, Wealth and Economic Activities

49

The Classes	52
The Middle Class	52
The Marginal Middle Class	62
The "Old Aristocracy"	66
Traditional Farmers	67
The Shack People	69
The Social and Economic Meaning of Class	71
4. Springdale and the Mass Society	79
The Ambivalent Attitude to Mass Society	79
Cultural Importations from Mass Society	82
Formal Importing Organizations	82
The Ubiquity of Mass Media	84
The Immigrant as Cultural Carrier	85
The Economic Nexus: Occupational	
Gatekeepers to the Mass Society	86
The Professionals	87
Businessmen	89
Industrial Workers	92
Farmers	95
Occupation, Class and Community	97
The Political Surrender to Mass Society	98
The Social Psychological Consequences of the	
Rural Surrender	101
III. CLASS AND MASS IN POLITICS	
Introduction	108
5. The Business Character of Village Politics	109
The Ethos of Village Politics	109
The Pervasiveness of Politics in Rural Life	109
Unanimity in Decision Making	110
Minimization of Decision Making	112
The Surrender of Jurisdiction	113
Village Politics	114
Social Composition and Ideology of the Vil-	
lage Board	114

xxii

CONTENTS	xxiii
The Low-Tax Ideology and Business Domi-	
nance	116
Machine Politics and the Selection of	
Officials	118
Public Interests and Political Paralysis	122
The Consequences of Political Paralysis	124
Reliance on Experts	124
The Social Basis of Unanimity	126
Dependence on Extra-Legal Bodies	128
Political Ceremonies and Political Participa-	
tion	132
6. The Prosperous Farmers and Town Government	137
The Organization and Character of Town	07
Government	137
The Social Composition and Psychology of	
Board Members	141
Personalities Embodying Farmer-Business	
Conflicts; the Invisible Government	143
The Dominance of Prosperous Farmers	150
The Excluded Groups	153
Roads and the Election Process	155
The Meaning of Roads	155
Political Parties and the Election Process	156
Roads and the Disenfranchised: A Crucial	0
Case	158
Discipline by County and State Machines	167
7. The Clash of Class Interests in School Politics	171
Organization and Character of the School	
Board	171
The Institutional Setting	171
Concealment and Crisis	173
Selection and Social Composition of Board	
Members	175
The Consequences of Rural Dominance	179
Rural Dominance and the Businessmen	180
The Principal as an Alien Expert	186
The Role of the Principal	186

The Principal and the Public The Principal and the Parent	187
Teacher's Association	189
The Principal and the Board of Education The Internal Contradictions of the Princi-	192
pal's Role	195
8. Reciprocal Political Relations between Springdale	
and Mass Society	198
Institutional Linkages to State and National	-
Politics	198
Local Politics and the State Subsidy	198
Local Politics and State and National Elec-	
tions	202
Federal Agricultural Policy and Local	
Politics	206
Effective Political Jurisdictions of Local	
Leaders	210
The Psychological Tone of Village, Town	
and School Government	211
Political Leaders as Mirrors of their Con-	
stituencies	217
Local Leadership and National Politics	222
IV. THE RECONCILIATION OF SYMBOLIC APPEARAN AND INSTITUTIONAL REALITIES	CES
9. Religion and the Affirmation of the Present	227
The Place of the Church in Community Life	227
Class and Church Membership	229
Church Leadership	231
Lay Leadership	231
The Role of the Minister in Church and	
Community	233
Ministerial Limitations on External Influ-	
ences	237
The Minister as a Person	239
Inter-Church Relationships:	
Ecumenicalism	24I

CONTENTS	XXV
Genuine but Unsuccessful	
Ecumenicity: a Crucial Case	247
Church Competition and the Unchurched	251
The Place of Theology in Ecumenicalism	252
The Baptists and Theology	254
The Place of Religion in Community Life	256
10. Community Integration Through Leadership	258
Generalized Leadership	258
Primary and Secondary Leadership Roles	260
The Dynamics of Secondary Leadership	
Roles	261
Supporting Leadership Positions	263
Formal Leadership and Organizational Power	265
Specialized Leadership Roles	265
Religious Leadership	266
The Baptists as a Test Case	267
Other Specialized Leadership Roles	268
Teachers as Technical Leaders	270
Ethnic Leadership	271
Specialized Leadership and Social Change	272
Class and Leadership	273
The Businessmen	273
The Prosperous Farmers	275
The Political "Innovator"	277
Leadership and Social Change	282
11. Personality and the Minimization of Personal	
Conflicts	285
The Social-Psychological Dilemmas of Rural	
Life	285
Solutions to the Social-Psychological Dilemmas	288
Ideosyncratic Modes of Adjustment	288
Community Definitions of Normality	289
Class Deviancy	290
The "Strain to Normality"	291
Major Modes of Adjustment	292
The Repression of Inconvenient Facts	292

The Falsification of Memory and the Sub-	
stitution of Goals	297
The Surrender of Illusions	298
Mutual Reinforcement of the Public Ide-	,
ology	303
Avoidance of Public Statements of Disen-	00
chantment and the Exclusion of the Dis-	
enchanted	304
The Externalization of the Self	305
Social Structure and the Psychology of Ad-	-
justment	312
	_
V. THE FINDINGS, METHODS, THEORY AND	
IMPLICATIONS OF A COMMUNITY STUDY	
12. A Theory of the Contemporary American Com-	
munity	317
The Key Problems and Findings in Springdale	317
Springdale as a Microcosm in the Macrocosm	321
Factors in the Emergence of New Middle-Class	
Life Styles	323
The Middle-Class Revolution in American So-	
ciety	333
The Small Rural Town	334
The University Town	334
The Suburban Community	335
The New Urban Middle Class	340
The Future of the Middle Class and Its Life	
Styles	342
13. Methods of Community Research	348
Participant Observation and the Collection and	540
Interpretation of Data	348
Broader Relevance of Participant Observation	340 349
Formation of Respondent Images of the Par-	349
ticipant Observer	250
-	350
Social Role of the Participant Observer	352
The Participant Observer's Data	353

CONTENTS	xxvii
Field Tactics and Data Evaluation	355
Conclusions	359
The Validity of Field Data	361
Introduction	361
Sources of Error in Response	365
Misinformation Due to Purposeful Intent	365
The Temporary Role of "Respondent"	366
The Psychology of the Respondent	373
Involuntary Error	375
The Problem of Analysis for the Anthro-	
pologist	376
The Problems of Analysis in Other Tech-	
niques	379
A Perspective for Anthropology	381
Social Theory in Field Research	383
Evocation of Theory from Observation	386
The Exhausting and "Destruction" of The-	- 99
ories The Substitution of Theories	388
	389
Theories in the Criticism of Field Work	390
The Relationship between Heuristic and	
Systematic Theory	392
The Codification of Theory and the Heuristic	
Approach to Theory	393
Limitations of Heuristic Theory	394
Ethical and Duracularatic Implications of Com	
Ethical and Bureaucratic Implications of Com-	
munity Research	397
Editorial—Freedom and Responsibility in Re-	
search: The "Springdale" Case	397
"Freedom and Responsibility in Research":	
Comments	402
Arthur J. Vidich, Joseph Bensman, Robert	
Risley, Raymond E. Ries, Howard S. Becker	
"Freedom and Responsibility in Research":	
Comments	416
Earl H. Bell, Urie Bronfenbrenner	

14.

xxviii

## CONTENTS

Principles of Professional Ethics :418Cornell Studies in Social Growth418"Freedom and Responsibility in Research":425A Rejoinder425Arthur J. Vidich425The Springdale Case : Academic Bureaucrats430Arthur J. Vidich, Joseph Bensman430

Index

477

Author Index

492