

UNIVERSITIES— PATHFINDERS IN PUBLIC OPINION

A SURVEY

by

EDWARD L. BERNAYS

In Collaboration with

DORIS E. FLEISCHMAN

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NEW YORK

UNIVERSITIES are pathfinders in the study of public opinion and public relations today. Business men, aware of the importance of this research, are watching progress with intense interest.* The facts which these studies are gathering and the theories they are developing are already proving their importance in the active world of industry, commerce, politics and labor.

Just as research science in the universities laid the foundation for the applied sciences that made valuable and important discoveries possible, so this branch of study may likewise have results of tremendous importance to all of us.

It is necessary today that socially minded leaders should understand the causes, meanings and directions of the movements of public opinion. The underlying principles that govern public attitudes and actions dare not be ignored by these men.

* The business viewpoint in this connection is indicated in a report "Public Relations—First In the Order of Business," made by the editorial staff of "Business Week," in their issue of January 23, 1937.

The profession of public relations counsel did not arise spontaneously—it was a slow growth, inevitable in our complex society.

In a world where daily newspapers, radios and motion pictures present thousands of conflicting claims for public attention, it has become necessary for sound causes to gain public support in order to succeed. Today, every substantial undertaking requires men who understand the public as well as their own causes.

Twenty years ago public relations activities and principles of opinion management were practically non-existent. It is true that during the war, governments became aware of the value of dealing with their publics effectively. Social and educational groups recognized the importance of mass opinion after the war. Techniques of public relations were developed.

The professional who advised on these matters—the counsel on public relations—became essential. During the 1920's, industry and other groups, realizing the effectiveness of this new science, began to make use of modern public relations techniques. American industry today, after the depression, realizes that if our present system is to survive, public interest and private interest must coincide.

Universities in the last two decades have given serious attention to the social sciences, sociology,

applied psychology and, in general, to the whole study of our social and economic structure.

These educational trends were accelerated by the depression, so that we find all of these forces leading naturally and inevitably to the study of public opinion in all its phases in the American university.

Study of the older social sciences of psychology, sociology, economics, and government yielded increasing knowledge and appreciation of the importance of the principles that govern public opinion, its management and measurement. This was but natural since the university awoke to the fact that this new weapon in the hands of socially minded men might be effective in leading people to social objectives and social points of view. In Princeton University, for example, during the depression, a course in public opinion management appealed to the student group to such a degree that in two years it became one of the most popular courses.

Thirteen years ago when the writer was asked to lecture at New York University on the subject of public relations, there was, so far as he knew, no course on this subject to be found in any American university. Today many universities recognize that an understanding and study of public opinion is an important factor in the world of today and of tomorrow.

These courses are valuable not only for those

intending to follow public relations as a career. They are also useful for those students who hope to learn how to attain to leadership in industry, in the social sciences, in the learned professions. Through these courses such men may gain a knowledge of public opinion and of the methods by which it is influenced.

"Training for public relations work is essentially training for leadership," says Professor Harwood L. Childs of Princeton, in a letter quoted elsewhere in this survey. It is this phase of the subject which, it seems to us, it is interesting and important for all of us to understand.

The survey reported in this paper was made to ascertain broadly the scope of academic attention given to the subjects of public relations and opinion management.

COMMENTS FROM UNIVERSITIES

Increased interest among students in these subjects in some instances caused the colleges and universities to add courses to their curricula.

Cornell University, for instance, through Mr. Louis C. Boochever, Director, Department of Public Information, wrote:

"Cornell is giving increased attention to the subject of public relations. We now have two courses bearing specifically on this subject included in our regular curricula. In addition, the subject forms a part of our courses in government and social organization.

"In the summer school for the past two years we have invited a visiting professor who is an authority in the field of public opinion."

Harvard University, through Dr. Pendleton Herring, said:

" . . . There is, however, an increasing interest in the study of politics and public opinion. Two graduate seminars have recently been added to the course offering, namely, Government 16b, Problems of Public Opinion and Propaganda, offered by Associate Professor C. J. Friedrich, and Government 40, Problems of Political Pressure through Interest Groups, offered by myself."

Princeton University is notable for progress in the field. Professor Harwood L. Childs of the School of Public and International Affairs, described the recent additions to the curriculum, in the following words:

"The School of Public and International Affairs at Princeton was instrumental in having the University

Harold D. Lasswell, Associate Professor of Political Science at the University of Chicago, wrote:

"Since the University of Chicago is not primarily a professional school, there is direct training for but few professions. Anyone desiring to become a public relations counsel must depend on courses in psychology and social science.

"Some of these courses bear quite directly on the field. In the Department of Political Science, for example, I lecture on 'Political Opinion and Propaganda' in addition to other courses and lectures on the psychology of politics. There are courses in social psychology in the Departments of Sociology and Social Psychology. The School of Commerce and Administration offers advertising courses which include public relations work. Our Divinity School, the School of Social Service Administration, and School of Education have courses on missions and closely related topics.

"Among those who are particularly concerned with modern techniques of attitude measurement may be mentioned L. L. Thurstone of the Department of Psychology and Harold F. Gosnell of the Department of Political Science. Some of the courses in history lay increasing emphasis on the role of propaganda in social life. Since there is no School of Journalism at the University our connection with practitioners in the field of public relations is less close than it would otherwise be."

Professor Roland S. Vaile, of the University of Minnesota, stated that while the University does not offer specific courses in public relations—

"... we do have, on the other hand, a number of courses that seem to me valuable to anyone interested in the general field of moulding public opinion,

whether those activities are undertaken in connection with the personnel and publicity departments of industrial concerns, in the editorial or advertising departments of periodicals, or in the governmental field. Our Department of Psychology and our Department of Speech are both offering courses in the psychology of persuasion. Our Department of Journalism is offering courses in press relations and the press and public opinion. Our Department of Political Science is offering a series of courses both on the theory of government and on specific points of training thought desirable for government employees. Our Departments of Business and Economics are offering courses in economic theory and in such applied subjects as personnel administration, industrial and labor relations, advertising, and so on. I have the feeling that anyone interested in training for work as a public relations counsel would find in this miscellany of offerings about all the basic and applied courses that he might require, or that he might be able to take while at the same time taking some subject-matter material in history, science, and the other matters with which public relations must deal."

CONTENT OF COURSES

The courses, which will be found described in later pages, deal with psychology, sociology and politico-economic sciences as they apply to individual and mass behavior.

The survey includes courses in public relations, public opinion management and measurement; and related courses in psychology, sociology, economics

and government offered by leading American universities and colleges.*

Courses in journalism, publicity methods or advertising offered by various universities are not listed, as they are outside the scope of this survey. Only those courses in psychology, sociology, etc., are listed that relate to the study of public opinion.

This survey places at the disposal of industrialists and others information as to the progress universities have made in exploring the fields of public opinion and public relations.

It may be of service to universities interested in learning what other academic groups are doing in similar work. We hope that professors will find the broad picture of their activities in the field stimulating.

Public opinion is basic to democracy. These courses are the basis of an understanding of public opinion. Men and women interested in democracy should therefore encourage the growth of such courses. This survey, indicating what is being done now, may help towards this end.

* This survey may not be a complete list of all the courses in public opinion and public relations. We should be glad to hear from any universities which have courses regarding which we have no information.

COURSES IN PUBLIC RELATIONS,
PUBLIC OPINION, AND
RELATED SUBJECTS OFFERED
BY AMERICAN UNIVERSITIES

BOWDOIN COLLEGE

SOCIAL PSYCHOLOGY (4)

This course deals with the effect of social conditions on conscious behavior. It inquires into the psychology of human social groups of various kinds, such as nations, legislatures, committees, crowds, publics, etc., and into the behavior of men in social contact as revealed in customs, fashions, institutions, religions, art, and language. It tries to answer the question: How and why does a man when aware of his fellows behave and think and feel otherwise—sometimes better, sometimes worse—than when not aware of that group relationship?

BROOKLYN COLLEGE

THE CONTROL OF PUBLIC OPINION (17)

A study of the principal conditions and agencies in the formation of public opinion in the United States and other leading countries, with special reference to the press, pressure groups, media and techniques of propaganda, and the influence of social institutions.

BROWN UNIVERSITY

SOCIAL PSYCHOLOGY (112)

A psychological study of the individual in the social situation. Among the topics considered are

propaganda, the social effect of advertising, social attitudes and their measurement, social institutions and customs, the social factors in personality formation and in personality adjustment in modern society.

BUCKNELL UNIVERSITY

PUBLIC RELATIONS (211)

The consideration of institutional and corporate principles and practices in securing and maintaining public good-will. A study in the use of the newspaper, radio, platform, house-organ, and other media. Emphasis placed on correlating customers' and sellers' interests.

PUBLIC OPINION (219)

This course is a study in the behavior of government. The main topics considered are the factors which determine attitude, the formation and expression of public opinion, the influencing of public opinion by propaganda as used by pressure groups, and the measurement and importance of public opinion.

COLLEGE OF NEW ROCHELLE

PROPAGANDA (63)

An analysis of the psychology and technique of propaganda, based on first-hand observation and research. Includes study of attempts to mold public

opinion through pamphlets, newspapers, art, literature, theatre and commercial advertising.

THE COLLEGE OF THE CITY OF NEW YORK

PUBLIC RELATIONS (259)

Functions and activities of the public relations or publicity counsellor; work of the press agent; relations of publicity to advertising; different types of publicity; development of good will; different methods employed in molding public opinion; news items; special articles, "broad-sides," house organs; typical publicity programs.

COLUMBIA UNIVERSITY

PUBLIC OPINION AND EDUCATION (105E)

Topics considered: public opinion and its relationship to current issues and education; how propaganda operates; how schools can create public opinion to make for clearer thinking and more effective education for the promotion of public welfare.

Those taking this course for three or four points prepare projects or reports related to situations in which they have specific interests.

CORNELL UNIVERSITY

PROPAGANDA AND PUBLIC OPINION (A133)

A study of social-psychological factors involved

in the formation of public opinion; relation of public opinion to collective behavior; and the propaganda techniques used in maintaining and controlling public opinion and collective behavior. Special attention will be given to the phenomena in rural social life.

PUBLIC OPINION AND THE METHOD OF ARGUMENT
(24)

Current controversies on public affairs studied in the light of modern theories of public discussion, mass persuasion and opinion control.

GEORGE WASHINGTON UNIVERSITY

PUBLIC OPINION (185)

PUBLIC OPINION (154)

HARVARD UNIVERSITY

PROBLEMS OF PUBLIC OPINION AND PROPAGANDA
(16b hf)

PROBLEMS OF POLITICAL PRESSURE THROUGH
INTEREST GROUPS (40 hf)

GROUP-HABIT SYSTEMS (4a)

SOCIOLOGY OF THE PROFESSIONS (6a hf)

HUNTER COLLEGE

PUBLIC OPINION AND POLITICAL PARTIES (e125)

A survey and evaluation of political parties and

other agencies that serve as transmitters between public opinion and governmental activity.

LEHIGH UNIVERSITY

SOCIAL PSYCHOLOGY (4)

The influence upon social behavior of other individuals, groups, and institutions, of population structure, age, sex and economic, social, and occupational status. Social mechanisms, processes, and hierarchies in human and infra-human societies. Common organizational patterns: domestic, religious, social, and political. Recurring patterns: language, attitudes, control techniques, including taboos, magic, rituals, propaganda, censorship, fashions, prejudices, leadership, group pressures, legal action, parliamentary procedure, and conferences.

THE THEORY OF EDUCATION (211)

This inquiry considers broadly the ways in which the individual comes to share the funded experience of the group. Hence the study of how we learn is subordinated to the problem of how best to teach. Teaching, however, is considered here to include the effects of religious ministration, of the press, and other social agencies, whether genuinely educative or crudely propagandist. The effects of home and school instruction are studied in this wider relationship.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

SOCIAL PSYCHOLOGY (G6)

Personality normal and abnormal, social factors in the development of personality; principles of psychology applied to such phenomena as public opinion, propaganda, the crowd, politics and religion, and to such problems as those of advertising and selling, vocational guidance, and supervision.

NORTHWESTERN UNIVERSITY

SUPPLEMENTARY STUDY IN PUBLIC OPINION AND PUBLIC POLICY (C81)

Designed to correlate and extend the courses within the field of concentration in Public Opinion and Public Policy.

MODERN OPINION (B1)

Designed to analyze current opinion, accent significant attitudes, and inspect principles and motivations underlying them. Discussions on expressions of modern life found in public opinion.

THE MENTAL BASES OF SOCIAL LIFE (B10)

A course dealing with the development of personality in the individual as the result of the presence of and contact with his fellows. Original nature and human nature; instincts and habits, attitudes and wishes; group controls and stereotypes;

race prejudice, leadership, propaganda and public opinion; organization and disorganization of personality, personality types.

SOCIAL PROGRESS (C13)

The concept and criteria of progress; the role of natural resources, race contacts, war, great men, invention, property, law, public opinion, language, religion, and education.

OBERLIN COLLEGE

PARTY POLITICS AND PUBLIC OPINION (6)

SOCIAL PSYCHOLOGY (14)

COMPARATIVE PSYCHOLOGY (15)

THE OHIO STATE UNIVERSITY

PUBLIC OPINION AND POLITICAL PROCESSES (634)

Finding the Phantom Public. Factors Influencing Personality and Behavior. Social Behavior and Belief. The Family. Organized Religion. Formal Education. The Press. Theatre—Motion Pictures—Radio. Propaganda and Publicity. Pressure Groups. The State and Public Opinion. Censorship and Democracy.

PRINCETON UNIVERSITY

PUBLIC OPINION (304)

A critical study of the concept 'rule of public

opinion' and a consideration of selected problems associated with public opinion as an agency of political control, such as: statistical possibilities of identifying opinion; influence of the press, radio, and other media of inter-communication; propaganda technique and control; competition of pressure groups for political influence. The students will be introduced to various methods in the study of politics by means of selected problems. Lectures, conferences, papers.

PRESSURE GROUPS AND PROPAGANDA (517)

Historical and comparative study of selected categories of pressure groups in the United States and foreign countries. Analysis of the distribution of pressure resources and political power in the United States. Special attention given to political pressure in the form of propaganda; case studies of propaganda campaigns; and the statistical assessment of the effects of propaganda.

RUTGERS UNIVERSITY

PRESS AND PUBLIC OPINION (100)

The Newspaper and Society, its influence on public opinion, morality, popular taste, style and standards of living; the press as a factor in foreign affairs.

SMITH COLLEGE

SOCIAL PSYCHOLOGY (25)

The social reactions of individuals and groups

of individuals, including motivation, social attitudes, and personality, considered from the psychological point of view.

THE HISTORY OF THE UNITED STATES IN RECENT TIMES (311)

The effects of social and technological changes on the economic problems of the American people; on their political interests and party organizations; on their cultural development; and on their relations with the rest of the world.

INDUSTRIAL PSYCHOLOGY (39 b)

A psychological analysis of problems of the employer, the employed, and the unemployed; of conditions of efficiency and satisfaction in industrial work; of propaganda by capital and by labor; and of relations between economic conditions and the development of ethical and aesthetic standards in the individual.

STANFORD UNIVERSITY

GROUP BEHAVIOR (184)

An advanced course open to students who have completed Economics 182 and 183, or have taken not less than 15 units of sociology and 10 units of psychology. Graduate students may be admitted without these prerequisites at the discretion of the instructor. The view will be developed that human beings do not behave as "groups" but as individuals

reacting to social situations, the social antecedents of these situations, ranging from those which are highly institutionalized to such vague and transitory integrations as "publics" will be studied in detail.

SEMINAR IN SOCIAL PSYCHOLOGY (282)

An advanced consideration of the fundamental problems in the study of social behavior.

THE UNIVERSITY OF CHICAGO

THEORY OF PSYCHOLOGICAL MEASUREMENT (423)

Psycho-physical methods, law of comparative judgment, discriminial error, measurement of values and social attitudes, learning function.

POLITICAL OPINION AND PROPAGANDA (338)

Propaganda technique of civic, economic, party, and other groups; relation of propaganda to violence, non-cooperation, and other political methods; measuring results.

THE ELECTORATE (321)

Theories of voting and the crisis of democracy, power groups and the struggle for the suffrage and adequate representation, registration for voting and the administration of elections, popular participation in elections, non-voting, interpretation of straw votes and election statistics, psychological factors involved in elections.

THE SOCIOLOGY OF KNOWLEDGE (314)

Sociological analysis of intellectual life with a view to formulating a sociology of knowledge. The topics considered are: presuppositions, bias, dogma, logic, science, objectivity, indoctrination, propaganda, dissemination and popularization of knowledge, ideologies, the intelligentsia, the relations between social movements and intellectual movements, and between thought, belief, and action.

COLLECTIVE BEHAVIOR (326)

The mental mechanisms of groups and a method and series of problems for investigation.

RESEARCH PROBLEMS IN SOCIAL PSYCHOLOGY (426)

THE UNIVERSITY OF GEORGIA

PUBLIC OPINION AND THE PRESS (40)

UNIVERSITY OF IOWA

PUBLIC OPINION (143)

Public opinion in relation to social control and collective behavior.

Special attention given to organs of public opinion, especially the newspaper, and to propaganda agencies and techniques.

PROPAGANDA (246)

Study of propaganda technique and of pressure groups and specific propaganda agencies.

UNIVERSITY OF MINNESOTA

FORMATION OF PUBLIC OPINION. THE NEWSPAPER, PERIODICAL, AND THEIR FUNCTION (C.G. 75f)

This course deals with the present day newspaper and other media of mass impression. The printed word and pictorial display of the press, magazine, and books, the spoken word of the teacher, the platform lecturer, the radio, and the visual and auditory impressions conveyed in the talking pictures, all have their influence on the thinking, attitudes, and behavior of every man and woman. As a consequence, a knowledge of the methods and sources of power of these institutions, with an explanation of the traditions, procedures, and mechanisms by which they operate and play upon their audiences, is significant.

This quarter's work will offer information leading to an understanding of the way in which the newspaper and periodical function. A brief historical background of the press. The revolution in production and distribution, the rise of democracy, the urbanization of the population, and the development of communication. Mechanical invention, mass production, standardization, and chain dis-

tribution give point to this study. The democratization of government, society, education. Their deep effect upon the press. Special reference will be made throughout to the interrelation of the newspaper and the public of today.

Such questions will be discussed during the fall term as: What is news? What is involved in news selection? Does all news fall into the same pattern? Is news a matter-of-fact recital? Is the emotional element in the news built up to create reader interest? Can emotional interest in significant things be created through the news? Does the tabloid's selection of news differ from that of the standard paper? Does the newspaper have the unlimited right to print news? Does the newspaper overplay crime news? Has the development of the telegraphic news agencies standardized news? Should the newspaper give the reader what he wants or what the editor thinks he should have? Is it a function of the newspaper to amuse and divert the reader as well as to inform and counsel him? To what extent is there coloring, suppression, and censorship of news? Is the motion picture or radio a competitor of the newspaper?

FORMATION OF PUBLIC OPINION. PROPAGANDA AND CENSORSHIP. (G.C. 77w)

Students will be initiated in this term's work into modern techniques that serve through the various agencies of mass impression to fix attitudes, form

opinions, create social values, and exercise leadership. Special attention will be given to the propaganda technique of civic, economic, racial, party, and other groups and the analysis of these pressure and political groups and their social objectives. The relationships of the pressure group to propaganda will be explored through case studies of a number of great campaigns to sway public opinion. This course will deal also with the relation of propaganda to violence, non-cooperation and other political methods. War time propaganda and its results and the censorship exerted in times of emergency will be revealed. The agents and instrumentalities of propaganda have an important place. The rise of press agency, the work of the public relations counsel, and the development of information and educational service by special interests groups and the government will occupy an important place in this course. Some attention will be paid to the measurement of the results of propaganda.

FORMATION OF PUBLIC OPINION. RADIO, MOTION PICTURES, AND ADVERTISING. (G.C. 78s)

Modern techniques designed to shape attitudes, to influence public opinion, to affect social values, and to exert leadership include new and powerful media of mass impression. It is the purpose of the third quarter to examine the visual and auditory impressions transmitted by radio, motion picture, and advertising. The development of communications in the nineteenth and twentieth centuries, and

the influences on public thinking resulting from a rapid succession of scientific discoveries and inventions in this field form a background for a discussion of the contemporary scene. How is radio broadcasting organized? How is it regulated in the United States and in foreign countries? What service does radio attempt to provide? What is the effect of radio on politics? On education? On the transmission of news? Does advertising over the radio result in social change? What is the effect of motion pictures on social change? Do these media affect public taste and standards of living? What is the effect of these competitors on the status and functions of the newspaper press? What is the influence of restrictions imposed on these media by governmental agencies and unofficial public organizations?

THE PRESS AND PUBLIC OPINION (130, 131, 132)

Theories of what constitutes public opinion and attitudes. A study of the agencies that are dominant in the creation of "opinion," with emphasis on the newspaper, periodical, radio, and motion picture. Propaganda activities — hidden, camouflaged, and open — of various pressure groups and other organizations or individuals seeking to control mass behavior by the use of symbolic stimuli. Techniques of propaganda and publicity in the political and economic field, national and international. The relationship of propaganda and censorship. The newspaper and freedom of expression.

UNIVERSITY OF NOTRE DAME

PUBLIC OPINION AND POLITICAL PROCESSES (275)

A study of the forces which create and control public opinion, and of the influence of public opinion on legislation, party action, the formulation of judicial decisions, and the exercise of the instruments of popular government, such as the initiative and referendum, the recall, and the direct primary.

SOCIAL PSYCHOLOGY (227)

A study of the psychology of group behavior in social, political, and economic organization, the nature of personality, the measurement of attitudes, social control, the relation of culture to individual behavior, the psychology of crowd behavior, censorship, propaganda, prejudice, the radio, the newspaper, fads and fashions, customs, rumors and leadership.

UNIVERSITY OF OREGON

PUBLIC OPINION AND SOCIAL INSTITUTIONS (J 361)

Especially for students contemplating public life, business, educational administration, or social work. Principles and practice of public and press relations in situations where an accounting for stewardship of a public interest is indicated.

UNIVERSITY OF PENNSYLVANIA

SEMINARY IN PUBLIC OPINION (12)

The place and importance of public opinion in government. The views of the classical political theorists and of modern students. The limitations and sanctions of public opinion. Methods and agencies for forming and expressing public opinion. The substance of democracy.

POLITICAL PARTIES, ELECTION SYSTEMS, AND PUBLIC OPINION (6)

The history, organization, and activities of political parties in national, state, and local politics. Nomination and election systems. Political activities of organized groups. The creation and expression of public opinion in business and in government.

THE UNIVERSITY OF SOUTHERN CALIFORNIA

PUBLIC RELATIONS (143)

GOVERNMENT AND PUBLIC OPINION (123 fs)

SOCIAL PSYCHOLOGY (101)

PUBLIC OPINION (285)

SCHOOL PUBLICITY AND PUBLIC RELATIONS (212)

UNIVERSITY OF WASHINGTON

PROPAGANDA (201)

Crystallization of public opinion.

FOLK PSYCHOLOGY (118)

Psychology of social human nature; language, custom, public opinion, morals, war, family, caste, nationalism, religion.

GROUP BEHAVIOR (66)

Analysis of conditioning factors and collective response in typical social groups — crowds, assemblies, parties, sects, etc.

PUBLIC OPINION (201)

Character and operation of beliefs formed by general discussion. Problems of propaganda, criticism and education.

Attention is called to Psych. 117, Superstition and Belief, and Jour. 201, Propaganda, which articulate with and complete the work of this course.

SOCIAL ATTITUDES (190)

How persons develop and manifest dispositions to act in certain ways toward their fellows.

UNIVERSITY OF WISCONSIN

SOCIAL PSYCHOLOGY (139)

Place of emotions, habits and of fantasy and objective thinking in social behavior, particularly as seen in social myths, prejudice, leadership, fashion, crowd behavior, mental epidemics, audiences, public opinion, propaganda and censorship.

PSYCHOLOGY OF PUBLIC OPINION AND LEADERSHIP (237)

A social psychological analysis of such important matters as propaganda, of lobby and pressure groups, and of censorship as these influence public opinion. Attention will also be paid to the media of opinion formation: newspapers, periodicals and other printed matter, radio, forums, and motion pictures. Also the role of the leader in reference to public opinion and other forms of social control will be discussed.

WELLESLEY COLLEGE

LEADERSHIP IN ORGANIZED GROUPS (201)

A study of the processes of thought and expression by which clubs, conferences, and committees deal with current problems in the community. The work will be based partly on the records of group experience in Christian Associations; civic and philanthropic boards, industrial joint councils, and adult education projects, partly on guided observa-

tions of current organizational procedures, and partly on readings in social psychology. There will be written analyses of typical situations, with attention to points where adjustment calls for skill in dealing with fixed ideas, prejudices, and other emotional factors.

SOCIAL PSYCHOLOGY (310)

This course deals with current problems in social psychology, such as the interaction of personalities in social groups, attitudes, custom, propaganda and racial and national antipathies.

BIBLIOGRAPHY

Indicative of the growth of interest in and knowledge of public relations and public opinion is the extensive bibliography now existing on the subject. It would be quite beyond the scope of this pamphlet to attempt to list all of the books which have been written on the subject. We refer the reader to two comprehensive and highly valuable bibliographical studies which have recently been made in this field:

PROPAGANDA AND PROMOTIONAL ACTIVITIES

—An Annotated Bibliography. Prepared under the direction of the Advisory Committee on Pressure Groups and Propaganda, Social Science Research Council. By Harold D. Lasswell, Associate Professor of Political Science, University of Chicago; Ralph D. Casey, Chairman, Department of Journalism, University of Minnesota; and Bruce Lannes Smith, Research Assistant in Political Science, University of Chicago. Published 1935 by The University of Minnesota Press, Minneapolis, Minn.,

and

A REFERENCE GUIDE TO THE STUDY OF PUBLIC OPINION—By Harwood L. Childs, Associate Professor of Politics, Princeton University, with an introduction by Edward L. Bernays. Published 1934 by Princeton University Press, Princeton, New Jersey.

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Edward L. Bernays, counsel on public relations, was the first lecturer on the subject of public relations in any American university.* He is the author of two standard works on the subject, "Crystallizing Public Opinion" and "Propaganda."

This survey, made in the public interest by Mr. Bernays in collaboration with Doris E. Fleischman, Mr. Bernays' partner, was conducted among American universities and colleges to ascertain to what extent they were providing courses in public relations, public opinion, and allied subjects, as a part of training for leadership.

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