

MEETING OF THE SCIENTIFIC RESEARCH COMM.

JANUARY 26, 1948, 6:30 P.M., HARMONIE CLUB

Present: Mr. Abraham Freedman, Mr. Albert Furth, Mr. Edward Greenbaum, Dr. Lawrence Kubie, Dr. Ben Leibowitz, Dr. Isador Lubin, Dr. Robert Nathan, Mr. James Newman, Mr. Ira Younker, Mr. Louis Bennett, Dr. Samuel Flowerman, Selma Hirsh, Mr. Dean Manheimer

In the absence of David Sher who had been designated to preside, Dr. Lubin was chairman.

- A) Budget: Dr. Lubin reported that he had informed the Budget Committee of the AJC that the newly constituted Scientific Research Committee was not yet in a position to pass on specific research proposals of the Department. The Budget Committee approved a lump sum of \$175,000 to be set aside for the use of the Department, pending approval of specific projects by the Committee on Scientific Research. The Scientific Research Committee is also required to notify the Budget Committee of the AJC of the Department's intention to engage new staff members; such positions would be subject to the veto of the Budget Committee
- B) Berkeley Study and Plans for Publication: Mr. Furth had read the first section (about one-sixth) of the Berkeley Adult Study. He said that although it is impressive it seems rather difficult to read for other than social scientists. The book is likely to consist of 600 typed pages, and will require skillful editing. However, this preliminary section of the study provides only a foretaste of what is to come later and hence does not contain the findings.

Mr. Furth has in the meantime approached a book publisher (Wittelsey House of McGraw-Hill) with a view to their publishing as a series, the studies of the Department of Scientific Research. The publisher has shown great interest and has asked for a "first look" at the completed manuscripts. Mr. Furth thought it unwise to contact any other publishers at this time. As a result of his conference with McGraw-Hill, it seemed better to him to contract for the publication of all five studies as one package by one firm and thus coordinate promotion of the books.

Pending further discussion on the problem of publication, the staff (working with Mr. Furth) will make available to him and to other members of the Committee an annotated table of contents of the entire book, and other sections of the study as soon as they are received from Berkeley. Future discussions about the Berkeley Study will be its potential value in terms of AJC programing and its implications for further research projects undertaken by the Department. Mr. Newman expressed the opinion that studies like the Berkeley Adult Study are of value even if they lead to no immediate practical use; and that diagnosis in itself is important.

Dr. Nathan said that what was needed first was an appraisal by the staff of the Department of Scientific Research of what had been done and its implications for the agency; after such an appraisal and review, the study directors of these outside investigations might be brought in for discussion.

Mr. Newman said that it was important to have all members of this Committee read all of the studies.

Dr. Kubie wondered whether publication of the results of the Berkeley Adult Study might vitiate the use of its research techniques. Dr. Flowerman replied that in the opinion of those who had developed the techniques and had worked on the study, they saw no such danger. It was also made clear that the authors of the Berkeley Adult Study, as is usual in academic circles, have full rights of publication of their work if the AJC does not avail itself of first publication rights.

- C) Polling Procedures: Dr. Lubin reported that the present polling plan involved an investigation into three major areas: (1) images or stereotypes which people hold regarding Jews; (2) the social distance they wish to keep between themselves and Jews; (3) the action which people are willing to take or have taken against Jews.

He termed the current Baltimore study a detailed, highly elaborate approach and raised the question as to whether it is the function of the AJC to use new procedures in getting such facts. He saw the present poll as an experiment in the improvement of currently used techniques. Dean Manheimer, of the staff of the Department of Scientific Research, replied that the techniques used in the current poll are currently accepted techniques and should therefore not be considered as experimental; except in the sense that this particular kind of poll and sample, as a result of our work in Baltimore, may undergo modifications. Mr. Manheimer further explained how the AJC had been conducting polls for eight years through the ORC at Princeton. These polls were based upon nationwide samples of about 2,500 respondents and were based upon the 1938 voting population. An analysis of these polls revealed serious shortcomings: the sampling was inadequate, fluctuations from year to year couldn't be explained, the nationwide sample was so thinly scattered than an attempt to analyze the meaning of parts of the sample according to geography or other classifications resulted in sub-groups too small to have statistical reliability. The present plan involves an investigation into the attitude areas indicated by Dr. Lubin. The items have been carefully chosen and pre-tested; indirect items have also been taken from the Berkeley material and incorporated in the present questionnaire. The items finally selected for testing bear a definite mathematical relationship to each other, constituting "a scale".

One important change in the application of the poll involves the sampling procedure and geographical distribution of the sample. The present plan is to administer polls in twelve localities over a period of two years. In each of the localities chosen, as for example Baltimore, a fairly intensive sample is carefully laid out.

The field work in the Baltimore Study has been completed and it is anticipated that the analysis will be completed sometime in March. The Baltimore poll will cost between \$5,000 and \$6,000; subsequent polls, because of experience in Baltimore, will probably cost about \$3,000. The total polling operation for the year 1948 will cost about \$20,000, exclusive of the supervisory time of our present staff.

The question was raised as to whether it would not be wise to continue nationwide polling. A reliable nationwide poll would require a sample of over 15,000 respondents and the kind of polling organization which apparently doesn't exist in this country; furthermore, most of the polling organizations use interviewers with whom they communicate only by mail and hence the close supervision necessary for effective polling would be lacking.

Is it possible to run polls simultaneously in several cities at once? It appears that the supervisory and field personnel required to conduct such simultaneous studies would be so large as to make simultaneous polling very difficult of achievement.

Mr. Newman said that in his opinion the early polls of the AJC were valueless and that the present poll - as well as material like the Berkeley Adult Study - constitute an advance in sophistication over anything the AJC has undertaken thus far; and that while the gap between fact and action may be large, scientific work of this nature would in the long run justify itself. Dr. Nathan agreed with Mr. Newman on this point. He said the "geographical" approach involving intensive polling in selected areas, is more useful than the mere collection of thinly scattered statistics on a nationwide poll. Besides, findings in specific communities can be applied to community problems by national and local agencies.

General Greenbaum, however, felt that a nationwide poll would have value in indicating to us whether money spent by the AJC to combat misconceptions about the Jews is being wisely spent; and a nationwide poll might relate trends in anti-Semitism to this part of the work of the AJC. Mr. Manheimer said that where specific information is required of a nationwide sample, questions can be "buried" in nationwide polls.

Mr. Freedman suggested the possibility of raising funds from local Community Relations Councils to conduct polls in their cities.

In summing up the discussion, Dr. Lubin indicated that we could better estimate the value of the new polling procedure by studying the results of several "local" polls. At the next meeting the staff is to present a plan for additional geographical areas to be studied and the criteria for selecting the areas.

- D) Report of Sub-committee on Relationship of Department to AJC: This Sub-committee, (Mr. Sher, Dr. Lubin and Dr. Nathan) was to explore the possibilities for more effectively integrating the work of the Department of Scientific Research with the rest of the agency. Because of the difficulties in personal schedules it was not possible until January 26th for the members of this Committee to begin their work. Dr. Nathan and Dr. Lubin spent a considerable part of the day in the agency finding out what procedures are employed in the organization, how coordination is effected between departments, etc. The Sub-committee will report to this Committee after it has done more work.

- E) Office Space: General Greenbaum was authorized to present to the Fiscal Advisory Committee the need for sufficient office space so that the work of the Department of Scientific Research can be carried on more effectively.
- F) Request of the Jewish Research Institute (Lewin Memorial Group) for Funds: The Jewish Research Institute has proposed a research project to study the adjustment of DP's in camps and their likely adjustment to life in Palestine. It was decided that the request properly falls within the province of the JDC, the UJA and the Jewish Agency. If any or all of these organizations indicate a willingness to support such research, this Committee might advise AJC on the matter of the participation. General Greenbaum felt that perhaps this problem ought to be handled through the Foreign Affairs Department.
- G) German Tragedy: Mr. Newman had the opportunity of reading only one chapter of this study. He felt that while the study was worth publishing, the subject matter was not related to the work of the Department. Dr. Flowerman said that he agreed that if the work of the Department were being mapped anew, a study like the German Tragedy would not fall within the purview of the Department. However, this study had been undertaken a long time ago, had been approved by a committee of laymen and had been paid for. Mr. Newman thought the book might be worth publishing.
- H) The Next Meeting: Because the Department must proceed with its 1948 program and because it will need the help and approval of this Committee for each of its projects, the next meeting was set for February 10th, 6:30 p.m. at the Harmonie Club. The chief purpose of the meeting will be an analysis of the future research program and consideration of specific parts of it. Particularly, a decision must be made on whether the Department will conduct the large-scale communication study involving the motion pictures, Gentleman's Agreement and Crossfire and the book, Gentleman's Agreement. The question was raised as to why Hollywood does not do its own testing. Dr. Lubin said that while a certain amount of testing takes place in Hollywood, it is orientated toward predicting box office success.

February 6, 1948

To: Scientific Research Committee

From: Samuel H. Flowerman

As you have noted in the report of our department, our research program falls roughly into two broad categories:

A. Understanding Prejudice: Studies designed to diagnose the characteristics, intensity, and extent of prejudice in individuals and in groups. These include our clinical studies (Berkeley Adult, Berkeley Child, Chicago Veterans', Psychoanalysts Study) and our surveys (Baltimore poll, etc.)

B. Evaluating Techniques for Combatting Prejudice: Studies designed to determine the effectiveness of techniques in mass media, face-to-face contacts, legislative and social action, etc. These include studies of propaganda material - pre- and post-publication, and the Pittsfield Study of the National Institute of Social Relations (group discussion program).

A third area of concern, while not a research activity, is the interpretation and application of research findings to the work of the American Jewish Committee and other agencies dealing with problems of human relations.

The following items require immediate consideration:

1) Polls (Budget Item A1, p. 44 of department's Report)

This falls in category A, Understanding Prejudice. You will recall that this was discussed at our last meeting where the general principle of intensive community polls in five geographical areas was endorsed. The locale of each survey area and the criteria for its selection will be reported at this meeting. The purpose of these intensive polls is to determine the extent of anti-Semitism as expressed by negative stereotypes toward Jews, social distance people wish to be from Jews, and action they are willing to take or see taken against Jews. It is hoped that the findings can be used in planning and developing educational materials and programs of the Public Education and Community Service Departments of the A.J.C.)

Estimated cost of the project for the year 1948: \$20,000.

2) A Study of the Effect of the Current Films, Gentleman's Agreement and Crossfire and the Book, Gentleman's Agreement (Budget Item Bla, p. 44-45, of the department's Report)

This falls in category B, Evaluating Techniques for Combatting Prejudice. Since these pictures are being currently shown, the decision to do or not to do this study must be made now. A detailed research plan will be presented at this meeting. It is expected that this project will cost from \$20,000 to \$40,000 depending upon the final techniques utilized, the starting date, and the duration of the study.

3) Pre-Publication Studies of A.J.C. Educational Materials
(Budget Item Bld, p. 46, of the department's Report)

The department has been conducting studies of material produced by the Department of Public Information and Education. These studies are designed to clarify the message, eliminate obstacles to understanding, etc. and to arrive at some estimate of potential effectiveness of these materials. While the department originally requested the sum of \$12,500 to do these studies it is now asking for \$6,000 in view of the overall budgetary limitation.

4) Two Studies Involving Face-to-Face Contacts (Budget Items B2a and B2b, p. 47 of the department's report)

The first project involves a follow-up of the study done in Pittsfield, Mass. of the National Institute of Social Relations' group discussion program. Our aim here is to follow up the hypotheses derived from the Pittsfield study. One of the most important hypotheses which requires investigation is the relationship between progress in discussing intergroup tensions and the composition of the group. There is some evidence which needs verification, that despite beliefs held to the contrary, homogeneous groups (for example, groups are composed entirely of native white Protestants) make more progress in discussing tensions than groups which have "minority" members in them. Since the American Jewish Committee's commitment to the NISR ends July 1, and since the discussion groups are still operating, we should exploit all of the research possibilities inherent in that program before it is abandoned. It is estimated that the cost of this study will be about \$7,000.

The next project under this same category involves an evaluation of teaching materials on prejudice now being used by the Industrial Relations Center of the University of Chicago in training foremen and union leaders. We are not concerned with evaluating all of the teaching materials in the Industrial Relations Center's program but only those units which deal with prejudice. It is estimated that our cost will be limited to \$2,000. This would probably involve the hiring, for several months, of a local university researcher in Chicago.

5) Fellowships (Budget Item D2, p. 39 of the department's report.)

This item provides for from five to ten fellowships at universities for qualified graduate students to work under reliable faculty members, on problems of intergroup relations related to our research program. We feel that it is important to start academic nuclei in various parts of the country. Again because of budget limitations the original amount of \$10,000 which we requested will probably have to be reduced. It would be helpful to have the Scientific Committee appoint a subcommittee to consult with the staff on requests for fellowships as they are received.

- 6) Social Science Writer (see #14 under additions to staff on p. 40 and 49, in the department's report)

Because of the constant need to interpret our research findings to departments within the agency, community relations workers, social studies teachers, etc., we require someone with writing skills and with a background of social sciences so that we can continually interpret research findings of our department and other research groups. It is estimated that no less than \$6,000 will be required for this item.

- 7) Two Additional Clerical Workers (Budget Item 41, p. 49 in the department's Report)

The department needs a statistical clerk to free our professional research workers of routine tasks of coding, tabulating, computing, etc.

We also need an additional stenographer. At present there are three secretarial workers servicing a staff of nine professional workers. We have recently had to farm out cutting of stencils and other jobs at considerable expense.

THE AMERICAN JEWISH COMMITTEE
NEW YORK, N. Y.

February 6, 1948

To: Members of the Scientific Research Committee

From: Isador Lubin

Subject: Agenda for next meeting, February 10th, 6:30 P.M.
at the Harmonie Club

As agreed upon at our last meeting, the February 10th meeting of the Scientific Research Committee is primarily to consider for approval research projects of the Department of Scientific Research which require immediate decision. These projects are outlined in the pages attached.

May I suggest that in advance of the meeting that you refer again to the blue-covered mimeographed booklet, Report of the Department of Scientific Research and Program Evaluation, sent you several weeks ago, especially pages 44 through 49. (During the next few months, we shall probably have occasion to refer to this report as well as to other material you have received, for reference purposes.)

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Estimated cost of the project for the year 1948: \$20,000.

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MEETING OF THE SCIENTIFIC RESEARCH COMMITTEE

February 10, 1948, HARMONIE CLUB

Present: Mr. Albert Furth, Mr. Edward Greenbaum, Dr. Ben Leibowitz, Dr. Isador Lubin, Dr. Robert Nathan, Mr. James Newman, Dr. David Sher, Dr. Samuel H. Flowerman, Miss Helen Schnider, and Dr. John Slawson

Reports of Special Committees

Dr. Lubin reported that the committee on integration of research had made no progress.

General Greenbaum reported receiving an answer to a letter requesting additional space. Dr. Slawson's reply was that the request would be considered together with similar requests from other agency departments.

Polls

After summarizing the previous meeting's discussion of polls, Dr. Flowerman presented a list of seven cities proposed for future investigation, of which four were to be polled during this year. Criteria for selection were also given the committee, including such factors as the Springfield Plan, the presence or absence of anti-Semitism, the proportion of Jews in the population and others.

The committee indicated its interest in studying: Cincinnati, Ohio; Houston, Texas; Minneapolis--St. Paul, Minnesota; Boston, Mass; Springfield, Mass; Providence, Rhode Island; Kansas City, Kansas; Wichita, Kansas; Detroit, Michigan; Cleveland, Ohio. Four cities were selected for polling in 1948: Minneapolis--St. Paul, Minnesota; Springfield, Mass; Detroit, Michigan; and Boston, Mass.

It was agreed that the question of continuing nationwide polls should be re-opened after several more cities had been studied.

Proposed Study of Gentleman's Agreement

Miss Helen Schneider outlined the proposed Gentleman's Agreement study.

The design included several small projects:

- (1) Testing reactions of strategic groups treated in the film, such as resort hotel owners, real estate managers, personnel managers, etc.
- (2) An experimental test of behavior of a group of boys with previously observed and known attitudes, and behavior. Test test would be in the nature of a "plant". After having seen Gentleman's Agreement an anti-Semitic incident or remark could be staged and the boys reactions observed.
- (3) A test of the transmission of images from people who had seen the film to those who had not.

* * * * *

A larger study was also proposed. Three possible variants were outlined:

- (1) A poll of 4,000 respondents which would yield a cross section of people exposed to the test stimuli and matched groups within the cross section who had not been exposed.
- (2) A poll of 1,000 respondents and matched groups of exposed people. It was planned to obtain 150 who had seen Gentleman's Agreement as a film, 150 who had read the book and, 150 who had seen Crossfire.
- (3) Polls in three similar communities. In one community Gentleman's Agreement only would be shown, in the second only Crossfire would be shown, in the third community, which would serve as a control, neither of the films would be shown.

In all three variants the measuring instrument would be a questionnaire including: items testing the image of the Jew, the anti-Semite and, the pro-tolerance fighter; items testing the personal identification of respondents with protagonists in the drama of

anti-Semitism; items testing the action respondents would personally be willing to take against Jews and action they think others should take against Jews.

Discussion of the proposals centered about:

- (1) The use of such studies in view of the deep-seated nature of anti-Semitic prejudice revealed by the Barkley study.
- (2) The possibility of changing the climate of opinion even though attitudes themselves were not subject to serious modification.
- (3) The value of propaganda, such as the film, when used in conjunction with an action program.
- (4) The general applicability of the results of studying a single film.
- (5) The cost of the study.

No decision was reached; further discussion was laid over for the next meeting.

Miscellaneous

The committee approved:

- (1) Employment of a social science writer.
- (2) The sum of \$5,000 for fellowships to individual students for purposes of continuing special assignments in the field of anti-Semitism.
- (3) The sum of \$6,000 for pre-publication of AJC materials.
- (4) The employment of additional clerical workers for the department.

Dr. Flowerman was asked to take this up with the central administration.

MEETING OF THE SCIENTIFIC RESEARCH COMMITTEE

March 1, 1948

Present: Mr. Albert Furth, Mr. Edward Greenbaum, Dr. Ben Leibowitz, Dr. Isador Lubin, Dr. Robert Nathan, Mr. James Newman, Dr. David Sher, Miss Eunice Cooper, Dr. Samuel H. Flouman, Dr. Marie Jahoda, Miss Helen Schnoider, and Dr. John Slawson.

Dr. Isador Lubin presided at the meeting.

"Don't Be A Sucker" and "Gentleman's Agreement"

A showing of the movie Don't Be A Sucker was followed by a short report by Dr. Jahoda on the results of the department's study of this film as related to the proposed study of Gentleman's Agreement. The ensuing discussion centered about the question of approval of Gentleman's Agreement. Several objections to carrying out the study were raised. These were:

- 1) Its cost. There are three variations of the proposed study. (See copy of proposal attached) The first would require between \$17,000 and \$20,500. The second plan, aimed at specific target groups, from \$13,000 to \$15,000 and the third plan a little over \$18,000. It was thought that it would be a good idea to have the movie industry contribute between \$5,000 and \$10,000 towards the cost of the research. Such a contribution would remove some of the objections raised by committee members to the study.
- 2) The possibility of influencing Hollywood. Some felt that Hollywood is principally interested in box office receipts. Here, too, it was considered a good idea to interest Hollywood producers in the survey before its commencement so as to increase the chances of influencing future productions.

It was therefore recommended that David Sher discuss with Mr. Mendel Silverberg the possibility of getting the film industry to contribute a part of the research towards costs of the study.

- 3) The limited practical value of the findings which might be obtained. The deep-seated character of prejudice and the limited effect of individual pieces of propaganda were cited. It was pointed out that although limited, practical results were obtained from such study as Don't Be A Sucker. For example, from this there emerged a number of suggestions for improving propaganda.

- a) The discontinuance of propaganda using the German example.
- b) Avoidance of protagonists with foreign accents.
- c) The use of specific messages rather than general messages.
- d) Care in the selection of target audiences.

Final decision on the study was held up pending the results of Mr. Sher's talk with Mr. Silverberg.

Pittsfield

Request for an additional \$7,000 to study various aspects of the group-discussion program in Pittsfield was denied.

Industrial Relations Center

Approval was granted for an expenditure of \$2,000 to study the effectiveness of a leadership-training program being given to union stewards through the Industrial Relations Center of the University of Chicago.

Palestine

The Committee expressed great interest in a study of the effect of the Palestine situation on the attitudes towards Jews in the United States. It was decided that a member of the department staff would arrange to visit Washington to talk with Mr. Nathan and Mr. Newman about plans for such a survey. A study proposal will be presented for discussion at the next meeting.

MINUTES OF MEETING OF SCIENTIFIC RESEARCH COMMITTEE

March 30, 1948

Present: Mr. Albert Furth, Dr. Benjamin Leibowitz, Dr. Isador Lubin
Dr. Robert Nathan, Mr. James Newman; Staff -- Miss Eunice Cooper
Dr. Samuel H. Flowerman, Dr. Marie Jahoda, Miss Helen Schneider

The chief purpose of this meeting was to discuss a proposal to study the impact of the Palestine situation on the American people. (A copy of the study proposal is attached).

1. Questions were raised about the use of the election panel of the Bureau of Applied Social Research since at most one could expect to have included in their sample only about 50 Jewish respondents. Also the Wallace third-party situation could be explored in our own panel. If the Bureau panel was to concern itself mainly with the political aspects of the Palestine situation there would not be enough justification for us to become part of it.

Agreed: That Dr. Flowerman is to discuss with Mr. Elmo Wilson, who is directing the Bureau panel, the possibility of exploring such factors as: the role of the United Nations, the Russian situation, why people are for or against Henry Wallace. He is further to try to reach agreement with Mr. Wilson regarding assurance on the confidential handling of the panel data.

Some doubt was expressed about the value of having more than one nation-wide poll, particularly because the addition of "rider" questions tagged on to on-going polls would provide us with the information we need.

Agreed: Only one nation-wide poll of from 10 to 15 questions will be made. Additional questions on information, reaction to probable events etc. will be asked as "riders" on other nation-wide polls.

2. The questions of sponsorship of the poll was discussed. It was learned that the American Council for Judaism planned a study on the Palestine question and was ready to invest a considerable amount of money in it. It was felt that if the American Council for Judaism were invited to participate in the study it should also be supported by Zionist groups. But the political implications of such participation, however, were seen as being quite complicated.

Agreed: Because of the political involvements and the possible difficulty of assuring the confidential nature of the data, it was decided that the Scientific

Research Committee would recommend that AJC alone support the study. It was estimated that a minimum of \$35,000 for the rest of the calendar year would be required to do the study. Dr. Lubin was authorized to write a letter to the Fiscal Advisory Committee asking that unallocated funds now in the Department's budget and any necessary deficit be made available to conduct the study.

3. A revised memorandum is to be cleared with the members of the Scientific Research Committee. It was emphasized that great care would be needed in working out questions. The chief purpose of the entire study was seen as aiding the AJC in making policy decisions with regard to the Palestine question.
4. Dr. Lubin reported on a meeting held with Mr. Arthur Mayer about the proposed study of the films Gentleman's Agreement and Crossfire. He reported that Mr. Mayer felt that such a survey would be valuable, indicating in addition that it would be desirable to compare pictures dealing directly with anti-Semitism and pictures like The Jolson Story and Body and Soul which do not deal with anti-Semitism as such but which dramatize Jewish "hero" characters.

SUMMARY OF MINUTES OF MEETING OF THE SCIENTIFIC RESEARCH COMMITTEE

JUNE 2, 1948

Present: Albert Furth, James Newman; Staff - Louis Bennett, Samuel H. Flowerman, Helen Schneider

Mr. Furth presided.

PUBLICATION:

Mr. Furth reported that Wittlesey House who had been considering the publication of five studies of the Department of Scientific Research had rejected them for publication. Their general view is that the studies are too specialized for the kind of broad sale they had envisioned. The publisher however made the following suggestions:

1. To have each of the studies rewritten.
2. To publish them as they are in monograph form (and for a necessarily limited audience). This would require some form of subsidy at an estimated cost of about \$1,500 a volume.
3. To turn all this material over to a qualified writer to combine the results in a single volume intended for a broader, but still serious, public.

The publishers suggested that a university press might be most interested in publishing the books as monographs. Wittlesey House indicated that they would be interested in a resubmission of the material if an omnibus volume were prepared. It was pointed out that originally an omnibus volume had been considered. This would have involved additional monographs done by collaborators and would have been extremely costly. Myrdal's American Dilemma cost the Rockefeller Foundation about \$1,250,000 to finance.

AGREED:

The studies are worth publishing even if a modest subsidy is required. Our present budget provides the sum of \$5,000 for publication expenses as well as an additional \$2,000 for editorial assistance. These amounts should amply take care of any subsidy requirement. Mr. Newman will submit the material to Jack Fisher of Harper Brothers, indicating that the AJC within limits would be willing to guarantee the publisher against loss.

PALESTINE STUDY:

Progress on the Palestine Study was reported. (The Steering Committee of the American Jewish Committee has approved an additional allocation of \$20,000 to be made available to the Scientific Department for the completion of the Palestine Study.) About two-thirds of the interviews in the first wave of the panel study with non-Jews have been completed; the interviews with Jews have started. Questionnaires used in the study were explained. The mail correspondence panel is being organized to obtain information about opinion on the Palestine issue in smaller communities (population: 30,000 - 100,000) throughout the United States. An analysis of the content of communications

in the Baltimore area is also proceeding; this content analysis may later be extended in a limited manner to coverage of large cities throughout the country.

Formal financial participation in the election panel study being conducted by the Bureau of Applied Social Research, Columbia Broadcasting System, Time & Life Publications, Cornell University, Look Magazine and others was abandoned because we were unable to obtain assurance of confidentiality of the part of the study of concern to us. However, it was indicated that informally we may be able to obtain some useful information from that study without cost to us.

ROLE OF THE DEPARTMENT OF SCIENTIFIC RESEARCH:

Mr. Newman reported a conversation with Dr. Lubin and at whose request he introduced the subject of the role of the Department in the American Jewish Committee. It was recalled that at the first meeting of this Committee a sub-committee was appointed by General Greenbaum to learn something about the work of the rest of the agency. This Committee consists of Dr. Lubin, Robert Nathan, David Sher but because of pressure of other business has been unable to function.

Increasing calls upon the Department for aid in evaluating grants and specific aspects of the AJC program have not been met because of staff shortage and concern that basic research lines might be neglected. Accordingly our Domestic Affairs Committee requested the Scientific Research Committee to prepare in consultation with the Executive Vice-President and the Director of the Department to recommend how the Department would operate in these areas:

1. Basic research.
2. Grant evaluation.
3. Program evaluation.

Mr. Bennett suggested that in the process of preparing such a basic plan consideration be given to various planning functions which a central research department might be concerned with.

AGREED: In the absence of a quorum it was suggested that the Director proceed with a preliminary draft of a plan to be ready for discussion to the Scientific Research Committee at its next meeting.

AFFILIATION WITH A UNIVERSITY:

The Department has frequently experienced serious public relations difficulties in its field studies. Since it has been necessary to conduct these studies in the name of some "neutral" organization the Department has on some occasions had to make considerable sacrifices both in cost and in operational control in order to make use of the name of another group. The present field study of the Palestine investigation required the setting up of a paper organization, the Community Surveys Institute, by which interviewers and our representatives are to be known in the field. Fiscal officers of the AJC have been authorized to issue checks, etc. in the name of the Community Surveys Institute. However, at best this is only a make-shift arrangement.

Mr. Newman suggested several plans for the Department's permanent affiliation with a university. One plan is patterned after the arrangement that Rensis Likert has with the University of Michigan. Another plan would make use of a commercial research organization of good repute through which the Department might work in tying in with a university. Under this plan no additional funds would be required but there would be a reallocation of some items in the Department's budget. Mr. Newman also suggested the possibility of having the AJC consider the endowment of a professorial chair in research for a period of about three years at a large university.

Another suggestion was proposed which would involve setting up a social research laboratory at a smaller college. The social research laboratory would be run by a board of trustees which would include in addition to the president of the college some members of the Scientific Research Committee. The social research laboratory would conduct seminars and training courses in return for which we could use its university affiliation in various ways. Such an affiliation would also have the advantage of giving to the Department an added prestige factor which is important in dealing with academic researchers. Various colleges were suggested including Antioch, Oberlin, Bennington, Dartmouth, American University, Hamilton, etc.

Agreed: The Director authorized to explore affiliation with some colleges.

MEETINGS:

It was suggested that the Scientific Research Committee should continue to meet during the summer. The next meeting is to be held during the month of June at which the following matters are to be taken up:

1. A plan prospectus for the Department functioning of Scientific Research.
2. A report on specific conversations with three or more college officials.

Draft

MINUTES OF MEETING OF SCIENTIFIC RESEARCH COMMITTEE

June 29, 1948

Present: Mr. Albert Furth, presiding, Mr. Edward Greenbaum, Dr. Isador Lubin, Mr. James Marshall, Mr. James Newman; Staff — Mr. Louis Bennett, Dr. Samuel H. Flowerman, Dr. John Slawson, Mr. Marc Vosk.

PUBLICATIONS

Harper's has agreed to bring out the five volumes listed below as a box set, with the understanding that the volumes may be sold separately:

The Berkeley Study
Psycho-Analytic Case Study
Chicago Veteran Study
Fascist Agitator
Anti-Semitism in Germany

A subsidy of between seven and ten thousand dollars on our part is involved. Part of this may be returned to the AJC through royalty arrangements with the publishers. It was suggested that there be careful scrutiny of the final contract by legal experts. Nathan Schachner of the AJC staff was suggested as our expert on publications contracts.

Agreed: On the question of identification of the AJC with the studies to be published the Committee was in unanimous agreement that the AJC's sponsorship of the studies be made unequivocally.

PALESTINE STUDY

The present status of the various phases of the Palestine Study was reported. The first wave of the Baltimore panel study is almost complete. Field work will end this week and analysis of the results is underway. The mail panel has progressed to the stage of preliminary testing of letters to our primary contacts in some 250 communities. Content analysis of the Baltimore press is in full swing. Headlines have already been subjected to analysis; further analysis

of news stories has begun. A second series of "riders" to nationwide polls will be in the field within a week.

Agreed: The Committee agreed to exchange information on the Palestine Study with another client of NORC who had asked similar questions. It was agreed, also, to permit NORC to use our poll results in its forthcoming article in Public Opinion Reviews. In both cases the Committee stipulated that AJC's anonymity be preserved.

MONTCLAIR AUDIT

Some participants in the Montclair Audit, residents of the community, have approached the AJC with a request for a study of the effects of the audit on the community. In view of the efforts of the Civil Rights Committee of the AJC to encourage the use of such audits by other communities the results of such an effects study assumed particular importance.

Agreed: The Committee agreed that it would be desirable to undertake such a study and agreed further that up to \$3,000 of the Department's present budget could be employed in carrying out this project.

COLLEGE AFFILIATION

A report on discussions with various colleges with a view to establishing a joint Research Institute was given. Among the institutions with whom we have already had correspondence are: Rutgers University, Vassar College, Bard, and Sarah Lawrence. We have received particularly encouraging reactions from Vassar and a meeting between Dr. Flowerman and Miss Blanding for the coming week has been arranged. Williams and Dartmouth were also suggested as possible locations.

CENTRAL RESEARCH PLAN

A preliminary report was discussed on a proposed Department of Central Planning and Research.

In recent months the Department has been called upon to aid the AJC in evaluating requests for grants by outside organizations as well as to aid it in the evaluation and formulation of at least part of the agency's program. Because of staff limitations and other reasons such calls could not be met on a continuing planned basis. Growing out of these difficulties has come a request from the Domestic Defense Advisory Committee that we prepare in consultation with the Executive Vice-President a report covering the role and function of the Scientific Research Department in the three general areas of basic studies, grant and program evaluation. From the administration, too, came the added suggestion that ^{consideration be given to broadening the function of the} ~~the base of the plan be broadened~~ to include a central planning function for the agency.

A question raised by the Committee is the extent of ~~over-lapping~~ which might result within the agency as a consequence of activities related to the planning of program particulars. It was the feeling of the Committee that the determination ^{of the need for central planning and the organizational structure required} of the role of such a Department of Central Planning and Research ^{needed with} within the agency as a whole must be set by central administration. Some concern was expressed at the effect on emphasis of basic research if the planning function were made part of the work of the Scientific Research Dept. It was pointed out that this was all still preliminary and tentative and that no decision had yet been reached by the Committee. ^{agreed agreement with the proposal to set up a central of function} Agreed: The Committee approved the proposed plan in principle. ^{the of central unit where each with agency of at} Remaining to be worked out are details of organization and the scope of activity together with the coordination of skills and staff required for proper functioning of such an enlarged department.

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as to where to lodge this function within the agency.

MINUTES OF MEETING OF SCIENTIFIC RESEARCH COMMITTEE

June 29, 1948

Present: Mr. Louis Bennett, Dr. Samuel H. Flowerman, Mr. Albert Furth, Mr. Edward Greenbaum, Dr. Isador Lubin, Mr. James Marshall, Mr. James Newman, Dr. John Slawson, Mr. Marc Vosk

Agenda:

1. Publication
2. Palestine Study
3. Montclair Audit
4. Research Institute
5. Proposed Central Research Plan

Chairman: Mr. Albert Furth

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Agreed: On the question of identification ^{of the AJC} with the studies to be published the committee was in unanimous agreement that such identification be clear and forthright.

PALESTINE STUDY

The present status of the various phases of the Palestine Study was reported. The first wave of the Baltimore panel study is almost complete. Field work will end this week and analysis of the results is underway. The mail panel has progressed to the stage of preliminary testing of letters to

our primary contacts in some 250 communities. Content analysis of the Baltimore press is in full swing. Headlines have already been subjected to analysis; further analysis of news stories has begun. A second series of "riders" to nationwide polls will be in the field within a week.

Agreed: The committee agreed to exchange information on the Palestine Study with another client of NORC who had asked similar questions. It was agreed, also, to permit NORC to use our poll results in its forthcoming article in Public Opinion Reviews. In both cases the committee stipulated that AJC's anonymity be preserved.

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Agreed: The committee agreed that it would be desirable to undertake such a study and agreed further that up to \$3,000 could be employed in carrying out this project.

COLLEGE AFFILIATION

A report on discussions with various colleges with a view to establishing a joint Research Institute was given. Among the institutions with whom we have already had correspondence are: Rutgers University, Vassar College, Bard, and Sarah Lawrence. We have received particularly encouraging reactions from Vassar and a meeting between Dr. Flowerman and Miss Blanding for the coming week has been arranged. Williams and Dartmouth were also suggested as possible locations. Professor Dickey was mentioned as a fruitful contact.

CENTRAL RESEARCH PLAN

A report was presented for the Committee's consideration on the proposed central research organization.

In recent months the Department has been called upon to aid the AJC in evaluating requests for grants by outside organizations as well as to aid it in the evaluation and formulation of at least part of the agency's program. Because of staff limitations and other reasons such calls could not be met on a continuing planned basis. Growing out of these difficulties has come a request from the Domestic Defense Advisory Committee that we prepare in consultation with the Executive Vice-President a report covering the role and function of the Scientific Research Department in the three general areas of basic studies, grant and program evaluation. From the administration, too, came the added suggestion that the base of the plan be broadened to include a central planning function for the agency.

The preliminary estimate of the added cost of such an organization above the present budget of the Scientific Department was between fifty and seventy thousand dollars. A critical question raised by the committee is the extent of over-lapping which might result within the agency as a consequence of such activities particularly in the program planning areas. It was the feeling of the committee that the determination of the role of such an organization within the agency as a whole must be set by central administration.

Agreed: The committee approved the proposed plan in principle.

The details of organization and the scope of activity together with the correlaries of skills and staff required for proper functioning of such an organization remained to be worked out.

MINUTES OF THE SCIENTIFIC RESEARCH COMMITTEE, OCTOBER 7th 1948

Present: Mr. Albert Furth, Dr. Isador Lubin, Mr. James Newman, Mr. Edward Norman, Dr. Samuel H. Flowerman, Mr. Lou Freedman, Miss Dessie Kushell, Dr. John Slawson, Mr. Marc Vosk

Agenda: 1. Publications
2. Budget
3. Yale Group Study

I. Publications

The Committee was informed that Harper & Brothers had sent the Department a new contract covering publication of five of our major studies. A new contract, while containing a number of improvements over the original proposal sent us, included also some clauses of uncertain significance. Copies of the proposal were sent to Newman Levy and Nat Schachner for their comments. It was proposed that we get Harold Ginsburg of Viking Press to examine the contract.

Agreed: The Committee agreed to recommend to the Fiscal Committee that it authorize the expenditure of an additional six to eight thousand dollars called for in the estimates presented by Harper & Brothers. This would bring the total expenditure to between sixteen and eighteen thousand dollars for the five volumes. This agreement was made conditionally upon Harold Ginsburg's approval of the proposed contract and Gardner Murphy's favorable report upon the Berkeley Study. It was further agreed that should Gardner Murphy find the Berkeley Study unsuitable for publication in its present form we would go ahead with the publication of the four other volumes.

II. Budget

In his preliminary remarks to a discussion of the budget, Mr. Norman of the Fiscal Committee suggested a change in the name of the Scientific Research Department. He proposed that a name be found which would include neither Scientific

not Research but instead some such name as Program Analysis, Program Development, etc. In suggesting this change, Mr. Norman stressed his appreciation for the need of a scientific approach toward policy in a program of an agency of this size but felt that a name less esoteric than Scientific Research would be better.

After a general introduction by Dr. Flowerman outlining overall plans of the Department for the next several years and in particular for 1949, the Committee proceeded to discuss non-salary budget details seriatim.

1. Community Polls: Approved, with the recommendation that the names of the four towns to be polled during 1949 be specified in the budget.

2. Palestine: Approved, with the recommendation that the name be changed to Palestine, Domestic Impact Study.

3. Liberal Personality: Approved, with the recommendation that the budget description of the study be re-stated to include particularly the aim of activation of the liberal personality. The Committee expressed the feeling that this study really consists of two parts: the first being introductory and exploratory in nature; the second involving methods and techniques of activation of the "liberal" being the more program oriented part of the research should be particularly emphasized in the description.

4. Jewish Adjustment: Approved, with the recommendation that the scope of the study and the vastness of the problem involved be emphasized. The question was raised whether or not the AJC should limit itself to a study of attitudes alone and leave the general problem of adjustment to other agencies. It was suggested that the re-statement of the objectives of this study make it clear that for the fifteen thousand dollars expended, we could at the end of the year produce little more than a complete study proposal. The Committee felt that a full time staff member should be assigned to devote himself exclusively to this phase of research. The suggestion that a sub-committee be sent up to aid the Scientific Department in the formulation and the execution of this proposal was favorably received.

5. Ingroup--Outgroup Study: The Committee decided to ask for a special appropriation for this study in 1948 and to exclude it from the 1949 proposal. Dr. Flowerman was instructed to draft a letter to the Fiscal Committee requesting the necessary approval.

6. Labor and Youth Area: There was considerable discussion of the proposed research in these fields. The Committee felt that research of this kind, involving as it would members of the Scientific Department in the day to day activity of special area divisions, should more properly be financed out of the budgets of the divisions concerned. A recommendation was made that the administration of the AJC explore the possibility of transferring the entire sum of \$25,000 requested for these projects to the budgets of the respective divisions concerned. In the meantime, in order to keep the projects themselves in the budget, a sum of \$10,000 was approved by the Committee.

7. Group Dynamic Study: Approved

8. Relative Effectiveness of Techniques: Approved, again with a statement emphasizing the need for this type of work and the minimal nature of the appropriation requested.

9. Pre-Issuance Study: Approved

10. Content Analysis: Approved

11. Grant Analysis: The Committee approved a reduced appropriation of \$4,000 for this item. It was considered that a number of requests for such analysis during the year would be limited, and that the sum approved would be sufficient to cover non-salary expenditures.

12. Subscriptions and Reports: Approved

13. Travel: The Committee approved reduced appropriations for this item.

14. Fellowships: Approved, with the recommendation that grants be cleared through the sub-committee on fellowships of the Scientific Research Committee.

15 and 16: Publications: Approved. Committee took note of the fact that the sum requested would in addition to the expenditures during 1948, total the \$18,000 required to pay manufacturing costs of our studies. It was further suggested that the full \$10,000 allowed by our 1948 budget for publications and the \$2,000 appropriation for editorial work be expended during the close of this coming year.

17. Consultants: Approved

18. Meetings in Seminars: Approved

19. Sundries: Committee approved a reduced appropriation of \$1,500 for this.

The savings effected by the Committee in the proposed budget for 1949, in non-salary items thus amounted to \$34,000. The total sum approved for non-salary budget detail is now \$143,000.

The Committee recommended that appropriate reductions in the staffing schedule be made to correspond to the reductions in the number of projects approved. Mr. James Newman was appointed a committee of one to meet with Dr. Flowerman on Friday, October 8th to discuss the necessary reductions.

MINUTES OF THE SCIENTIFIC RESEARCH COMMITTEE HELD DECEMBER 15th, 1948.

Present: Albert Furth, Benjamin Liebowitz, James Newman, Louis L. Bennett, Samuel H. Flowerman, Marc Vosk.

I. Scientific Research Committee -- Composition and Meeting schedule.

The Committee discussed the difficulty of scheduling regular meetings of the Scientific Research Committee. At the past two meetings only three members of a nominal membership of nine attended. It was pointed out that committee members could not hope to keep up-to-date on current developments in the Scientific Department with meetings held so infrequently. Due to the fact that several of the present members of the committee have found it impossible because of other obligations to attend scheduled meetings, various suggestions for enlarging the committee were made. Among the names mentioned as possible candidates were: Mr. Daniel Bell, Mr. Thomas Emerson, Mr. Walter Gelhorn, Mr. Matthew Brown, Mr. Albert Abramson, Mr. Richard Gilbert, and Mr. Louis Bean. The committee also felt that inactive members who could not devote sufficient time to its activities should be urged to relinquish their membership. The necessity for election of a permanent chairman was also stressed. It was felt that the chairman should be a New Yorker, preferably professionally familiar with the work of the Department.

Agreed: Meetings of the Scientific Research Committee will in the future be held on the third Wednesday of each month. In the meantime, the possibility of enlarging the Scientific Research Committee will be explored. Members were asked to send in the names of possible candidates.

II. Progress Report.

A report outlining progress made by the Department in current studies was given to the committee and discussed. A copy of the report is attached.

III. Budget Report.

The committee was informed of the serious cut in the budget approved at the meeting of October 7th, 1948. The final appropriation for the Department, \$198,278., was discussed. It was felt that the reduction was serious and could entail considerable curtailment of the Department's research plans.

Agreed: In view of the difficult financial situation in which the Department will find itself in 1949, it was agreed that the unexpended funds remaining in 1948 should as far as possible be used for pre-payment of 1949 expenditures. In the meantime, the Committee approved the pre-payment to Harper and Brothers and the National Opinion Research Center of sums due them in accordance with our contractual obligations and proposed studies. It was agreed that

this payment be made in 1948 out of unexpended monies in the budget of the Scientific Research Department. The actual amounts due and approved were: to Harper & Brothers - \$11,000.; National Opinion Research Center - \$10,000.

December 21, 1948