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Princeton Univ
Radio Study

INTERVIEWS: JM

RF files	
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Frank Stanton and Paul Lazarsfeld
Princeton Radio Project
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L is now devoting his entire time to his work as director of the Princeton project, developing methods by which the actual rôle of radio in the lives of listeners can be ascertained. For the present he is making no permanent staff appointments, but of course has the cooperation of the two associate directors of the study, Cantril of the Princeton School of Public and International Affairs, and Stanton, manager of the Market Research Division of the Columbia Broadcasting System, part of whose time is being released for that purpose by CBS. At present L is attempting to set out a working basis for the study by outlining and analyzing the probable motivations of listeners. In this he is canvassing the opinions of other social psychologists, including Robert Lynd, and expects shortly to call together a conference of general psychologists such as Dollard, Plant, and Zachry, to gain the benefit of their views. In the course of this work he intends undertaking a few intensive studies as favorable opportunities emerge. All this springs from his conviction that the most important question to answer is Why people listen. When he has laid the groundwork for a methodological approach to this question, he intends proceeding to such other questions as Who listens, When, How, and What is listened to.

This approach seems to JM most reassuring in that it puts the study on the broad base that it must have if it is to prove really significant. L is evidently admirably equipped for the work. His interest in radio dates back some years, particularly to the time when he and his wife attempted careful analysis of the effects of programs broadcast in Austria. This conversation showed, for example, that L is fully aware of the part which speech factors play in broadcasting. In fact, he some years ago in Austria published a monograph on the subject.

JM made it clear that the study was now entirely in the hands of the directors appointed by Princeton, but agreed at L's request to be of help in any way he could, particularly in putting L in touch with others interested in various phases of the work as it progresses.

One aspect of the study, however, will clearly call for close watching. L in his work at Newark University during the past few years has been much interested in building up there a center for research in social psychology in the metropolitan area. Evidently he hopes that his connection with the present project may advance this interest. JM agreed that there would probably be no objection to this if it did not in any way minimize the influence of the study at Princeton. He accordingly expressed the hope that L would lose no opportunity of drawing on the resources which Princeton might offer for the study. L will spend at least one day a week at Princeton, but feels that he can better carry on most of his work at Newark, where he will be better able to keep in touch with broadcasting in New York. Administratively, of course, the study is established at Princeton, all correspondence being carried on on Princeton letterhead with the sub-heading Radio Research Project.