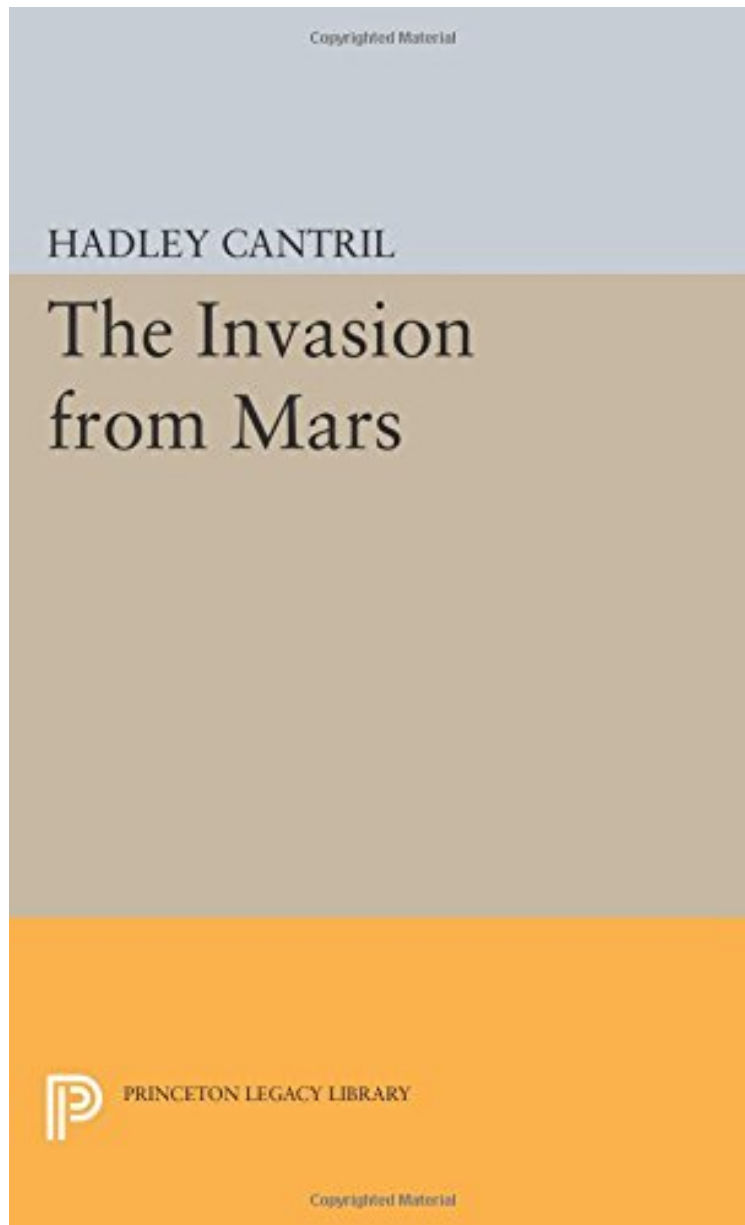


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The Invasion from Mars (Princeton Legacy Library)

Hadley Cantril

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#1318067 in Books Hadley Cantril 2014-07-14 2014-07-14 Original language: English PDF # 1 8.00 x .55 x 4.90l, .0 #File Name: 0691613974242 pages The Invasion from Mars Princeton Legacy Library | File size: 47.Mb

Hadley Cantril : The Invasion from Mars (Princeton Legacy Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Invasion from Mars (Princeton Legacy Library):

0 of 0 people found the following review helpful. A study of collective behavior...By Michael ValdivielsoWhy did some people get swept away and others keep their cool? Why did some people understand it was fiction even after tuning in late? Why did some jump to conclusions? Was it because of inadequate education? Were some people looking FORWARD to the changes that the invasion would bring to their lives?This is a serious study that anybody wishing to understand what happen that night in 1938 should read. It also has a copy of the radio show, along with a chapter on the historical setting to help frame the event.1 of 4 people found the following review helpful. What everBy A CustomerI need this book it's al2 of 10 people found the following review helpful. Psychology ExperimentBy MaskmakerHere's a quote from "America Under Attack: A Reassessment of Orson Welles War of the Worlds" by Paul Heyler of Willfrid Laurier University:"A grant from the Rockefeller Foundation to Princeton University helped create the Princeton Office of Radio Research. The director was Paul Lazarsfeld, an Austrian Jewish emigre and a social psychologist whose expertise in quantitative methods was tempered by a humanist leaning. He teamed with two associates, psychologist Hadley Cantrell and CBS researcher Fred Stanton, a PhD in psychology who would eventually become network president." (CBS=C.I.A. assett)The broadcast was a psychological warfare experiment conducted by The Princeton Radio Project. The Rockefeller Foundation funded the project in the fall of 1937. An Office of Radio Research was set up with Paul F. Lazarsfeld as director, and Frank Stanton and Hadley Cantrell as associate directors. Using demographic data on the broadcast's audience gleaned from a 10-page interview questionnaire given to 135 people, they created a book, "The Invasion From Mars: A Study in the Psychology of Panic."That speaks volumes!

Hadley Cantril's study was launched immediately after the broadcast to give an account of people's reactions and an answer to the question, Why the panic? Originally published by Princeton University Press in 1940, the book explores the latent anxieties that lead to mass hysteria.Originally published in 1982.The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

About the AuthorHadley Cantril (1906-1969) was chairman of the Institute for International Social Research. Earlier he founded the Office of Public Opinion Research and was Stuart Professor of Psychology at Princeton University. He was author of nineteen books and monitored public opinion for the executive branch during World War II.