

Prior to the AAPOR 50th Annual Conference in 1995, the Fiftieth Anniversary Committee proposed creating a display of important books in public opinion research and formed a panel of judges to select 50 significant books published over AAPOR's 50-year history, reflecting the spirit of this milestone.

The panel consisted of seven judges, including former AAPOR presidents, award winners, and editors of major journals. The books were selected through a two-stage voting process. These works clearly exemplify the best in theoretical, methodological, and substantive contributions to the field of public opinion research.

Fifty Books That Significantly Shaped Public Opinion Research

1. Adorno, Theodor W., Else Frenkel-Brunswik, Daniel J. Levinson, and R. Nevitt Sanford. *The Authoritarian Personality*. Harper & Row, 1950.
2. Allport, Gordon W., and Leo J. Postman. *The Psychology of Rumor*. Holt, 1947.
3. Almond, Gabriel A., and Sidney Verba. *The Civic Culture: Political Attitudes and Democracy in Five Nations*. Little Brown, 1965.
4. Berelson, Bernard, Paul F. Lazarsfeld, and William N. McPhee. *Voting: A Study of Opinion Formation in a Presidential Campaign*. Free Press, 1954.
5. Bogart, Leo. *Silent Politics: Polls and the Awareness of Public Opinion*. Wiley, 1972.
6. Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. *The American Voter*. Wiley, 1960.
7. Cantril, Hadley. *The Pattern of Human Concerns*. Rutgers University Press, 1965.
8. Centers, Richard. *The Psychology of Social Classes*. Princeton University Press, 1949.
9. Coleman, James S., Elihu Katz, and Herbert Menzel. *Medical Innovation: A Diffusion Study*. Bobbs-Merrill, 1966.
10. Converse, Jean M. *Survey Research in the United States: Roots and Emergence, 1890-1960*. University of California Press, 1987.
11. Dahl, Robert A. *Who Governs? Democracy and Power in an American City*. Yale University Press, 1961.
12. Deming, W. Edwards. *Some Theory of Sampling*. Wiley, 1950.

13. Dillman, Don A. *Mail and Telephone Surveys: The Total Design Method*. Wiley, 1978.
14. Festinger, Leon, Henry W. Riecken, and Stanley Schachter. *When Prophecy Fails: A Social and Psychological Study*. University of Minnesota Press, 1956.
15. Groves, Robert M. *Survey Errors and Survey Costs*. Wiley, 1989.
16. Hansen, Morris H., William N. Hurwitz, and William G. Madow. *Sample Survey Methods and Theory*. Wiley, 1953.
17. Hovland, Carl I., Arthur A. Lumsdaine, and Frederick D. Sheffield. *Experiments on Mass Communication*. Princeton University Press, 1949.
18. Hyman, Herbert H., with William J. Cobb, Jacob J. Feldman, Clyde W. Hart, and Charles Herbert Stember. *Interviewing in Social Research*. University of Chicago Press, 1954.
19. Inglehart, Ronald. *The Silent Revolution: Changing Values and Political Styles among Western Publics*. Princeton University Press, 1977.
20. Kahn, Robert L., and Charles F. Cannell. *The Dynamics of Interviewing: Theory, Technique, and Cases*. Wiley, 1957.
21. Katz, Elihu, and Paul F. Lazarsfeld. *Personal Influence; the Part Played by People in the Flow of Mass Communication*. Free Press, 1955.
22. Key, V. O., Jr. *Public Opinion and American Democracy*. Knopf, 1961.
23. Kish, Leslie. *Survey Sampling*. Wiley, 1965.
24. Klapper, Joseph T. *The Effects of Mass Communication*. Free Press, 1960.
25. Lang, Gladys Engel, and Kurt Lang. *The Battle for Public Opinion: President, Press, and Polls during Watergate*. Columbia University Press, 1983.
26. Lasswell, Harold D., and Nathan Leites. *The Language of Politics*. Stewart, 1949.
27. Lazarsfeld, Paul F., Bernard Berelson, and Hazel Gaudet. *The People's Choice*. 2d ed. Columbia University Press, 1948.
28. Lazarsfeld, Paul F., and Wagner Thielens Jr. *The Academic Mind*. Free Press, 1958.
29. Lerner, Daniel. *The Passing of Traditional Society*. Free Press, 1958.
30. Lipset, Seymour M. *Political Man: The Social Bases of Politics*. Doubleday, 1960.

31. Merton, Robert K., with Marjorie Fiske and Alberta Curtis. *Mass Persuasion: The Social Psychology of a War Bond Drive*. Harper, 1946.
32. Meyer, Philip. *Precision Journalism: A Reporter's Introduction to Social Science Methods*. Indiana University Press, 1973.
33. Mosteller, Frederick, Herbert Hyman, Philip J. McCarthy, Eli S. Marks, and David B. Truman. *The Pre-election Polls of 1948*. Social Science Research Council, 1949.
34. Mueller, John E. War, *Presidents, and Public Opinion*. Wiley, 1973.
35. Noelle-Neumann, Elisabeth. *The Spiral of Silence: Public Opinion, Our Social Skin*. Piper, 1980; reprint, University of Chicago Press, 1984.
36. Page, Benjamin I., and Robert Y. Shapiro. *The Rational Public: Fifty Years of Trends in Americans' Policy Preferences*. University of Chicago Press, 1992.
37. Patterson, Thomas E., and Robert D. McClure. *The Unseeing Eye: The Myth of Television Power in National Politics*. Putnam, 1976.
38. Payne, Stanley L. *The Art of Asking Questions*. Princeton University Press, 1951.
39. Riesman, David, with Reuel Denney and Nathan Glazer. *The Lonely Crowd*. Yale University Press, 1950.
40. Rokeach, Milton. *The Nature of Human Values*. Free Press, 1975.
41. Schramm, Wilbur L. *Responsibility in Mass Communication*. Harper, 1957.
42. Schuman, Howard, and Stanley Presser. *Questions and Answers in Attitude Surveys*. Academic Press, 1981.
43. Sherif, Carolyn, Muzafer Sherif, and Roger E. Nebergall. *Attitudes and Attitude Change*. Saunders, 1965.
44. Smith, M. Brewster, Jerome S. Bruner, and Robert W. White. *Opinions and Personality*. Wiley, 1956.
45. Stephan, Frederick F., and Philip McCarthy. *Sampling Opinions*. Wiley, 1958.
46. Stouffer, Samuel A. *Communism, Conformity, and Civil Liberties*. Doubleday, 1955.
47. Stouffer, Samuel A., Edward A. Suchman, Leland C. DeVinney, Shirley A. Star, and Robin M. Williams Jr. Vol. 1, *The American Soldier: Adjustment during Army Life*; and Samuel A. Stouffer, Arthur A. Lumsdaine, Marion Harper Lumsdaine, Robin M. Williams Jr.,

- M. Brewster Smith, Irving L. Janis, Shirley A. Star, and Leonard S. Cottrell. Vol. 2, *The American Soldier: Combat and Its Aftermath*. Princeton University Press, 1949.
48. Sudman, Seymour, and Norman M. Bradburn. *Response Effects in Surveys*. Aldine, 1974.
49. Turner, Charles F., and Elizabeth M. Martin, eds. *Surveying Subjective Phenomena*. Russell Sage, 1984.
50. Zeisel, Hans. *Say It with Figures*. Harper, 1947.