

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

February 3, 1966

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

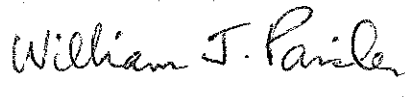
I am accepting your invitation, relayed through Ole Holsti, to participate in the March 18-19 planning session for the IBM-sponsored conference on content analysis in the fall.

As you perhaps know, I will be writing a chapter on content analysis for the forthcoming Rand-McNally Handbook of Communication (companion volume to their Handbook of Sociology, etc.). The chapter is to be completed in the fall, and therefore I will value the conference as a means of assuring myself that I have covered the field adequately.

You may be considering publishing the set of conference papers. If not (or perhaps even if you do), I would make an effort to report substantive results of the conference in the Handbook of Communication chapter.

Would you inform me what financial arrangements have been made for the March meeting?

Sincerely,



William J. Paisley
Assistant Professor

WJP:ap

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

INSTITUTE FOR COMMUNICATION RESEARCH

February 4, 1966

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

This note is a postscript to yesterday's letter. When I started thinking about it I realized that I know almost nothing about the conference's proposed objectives or even its theme. Current activity in content analysis is moving ahead on so many fronts that I'd like to know what emphases, if any, have been decided upon thus far. Could you help me out?

It also occurs to me now that, since yesterday's letter was in the middle of a pile of correspondence that I was trying to get out in the 5 PM rush, I must have signed it rather stiffly. My apologies for this gaucherie.

Sincerely,

Bill

William J. Paisley

February 8, 1966

Dr. William J. Paisley
Assistant Professor
Institute for Communication Research
Stanford University
Stanford, California 94305

Dear Bill:

Thank you for your letter of February 3, and the postscript. I am delighted that you can join us for the content analysis planning conference, and also that I will have an opportunity to acquaint you with our program and our plans. Our session on March 18 and 19 will be a wide open informal working meeting of some key people in the field to plan a major symposium and publication in content analysis for next fall, with special emphasis on computer applications. I will have another meeting with the IBM representative in a couple of weeks, and will send you further details and the final list of participants after that. I would like to include some background information on each participant, and would very much appreciate your sending me a vita and list of publications.

The financial arrangements include your transportation, all expenses, and an honorarium of \$100 for your participation.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

February 11, 1966

Dr. George Gerbner
Dean, The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

Thank you for your letter and the very interesting issue of "Communications". I note with interest that Belver Griffith is joining you. It sounds as if the Annenberg School will soon be another locus of research in scientific information flow, a field that I myself expect to be working in more and more.

I am enclosing a vita and publication list, as requested. Notice that these are very general-purpose documents and that much of the information contained therein is of no interest to you. I have checked two content analysis publications that are germane to this conference. I am presently pursuing further the topic of the first article, idiosyncratic "minor encoding habits", in a study of the verbal behavior of Kennedy and Nixon in the Great Debates. This analysis is, of course, entirely computerized. Perhaps by the planning session I will have finished a draft under the title, "Minor Encoding Habits Revisited: the Case of Extemporaneous Speech".

As you know, Ed Parker and I are increasingly involved in uses of content analysis for automatic classification of documents for information retrieval. Since IBM's own journal published such pioneering efforts in this field as "Searching Natural Language Text by Computer", perhaps we can talk a little about this research area at the planning session.

I look forward to receiving more information about the session.

Sincerely,

Bill

William J. Paisley
Assistant Professor

WJP:ap
encls.

February 28, 1966

AIR MAIL

Dr. William Paisley
Institute for Communication Research
Stanford University
Stanford, California 94305

Dear Bill:

Thanks for your letter of February 11, 1966. Enclosed is the additional information I promised, or as much as we have at this time.

I am very pleased that you and Ed Parker can join us in what promises to be a very fruitful conference. Please write or call collect if you have any further questions, and send me any suggestions or materials you think might be helpful.

With best regards.

Sincerely yours,

GG:kaf
Enclosures

George Gerbner,
Dean

March 21, 1966

Dr. William Paisley
Institute for Communication Research
Stanford University
Stanford, California 94305

Dear Bill:

I am very pleased with the work of our planning conference, and hope that you, too, consider the time well spent. Many thanks for your contributions and willingness to undertake continuing responsibilities.

Please let me have any statement of expenses (with stubs or receipts when possible) which have not yet been submitted.

Enclosed is a memo to participants.

With best regards.

Sincerely,

GG:kaf
Enclosure

George Gerbner,
Dean

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF COMMUNICATION
Division of Journalism
Division of Broadcasting and Film
Institute for Communication Research

March 23, 1966

Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

I was very gratified with the interchange of ideas when East met West. Phil Stone was a revelation to me, although I knew his work. I was also impressed by Henry Teune's grasp of this field; he's the kind of person who makes Penn a more attractive center for social research.

After studying the Penn catalogs, I realize that I put together a self-indulgent "package" with a one-course teaching load, since Feldman and Mandelbaum are carrying heavier loads. But I consider myself a researcher who also teaches, not vice versa, and I need the research time that I implicitly set aside in the "package". And also, of course, I teach only one course per quarter out here. My general reaction to the big Penn catalog is that every department is trying to offer too great a variety of courses, and consequently the teaching staff is being spread thin. For instance, Penn's psychology department offers about 16 courses more than Stanford's does.

My reasoning behind other elements in the "package": I would not leave an assistant professorship at Stanford for an assistant professorship elsewhere, except possibly Harvard. I turned down two excellent offers in the past three months. I feel the salary figure I quoted is a bit more than I would be making at Stanford at that time, but the first year's increase would scarcely cover my moving expenses.

To interject two positive notes: I was surprised to find that Lorna was willing to consider living in "Pennsylvania Dutch country" when I broached the subject. Also, I really am interested in the possibility of joining the Annenberg School sometime, perhaps as early as 1967.

I will try to put together a set of reprints; unfortunately, some are gone forever.

Attached is a statement of my expenses for the planning session. I have no receipts, because my itinerary was more complicated and more expensive than just a San Francisco-Philadelphia round trip. Therefore I have isolated the expenses that pertain to the planning session.

Sincerely,

Bill

William J. Paisley
Assistant Professor

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

INSTITUTE FOR COMMUNICATION RESEARCH

March 27, 1966

Dr. George Gerbner
Dean, Annenberg School
of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

I'm looking forward to my visit with you Thursday and Friday, and I hope we can have a few long conversations that will give us both the information we need for making a decision on this.

On a spare hour or so Friday, I would like to wander up to the computer center (located in the Rittenhouse laboratory?) to inspect the operation. I would do this by myself, or perhaps in the company of someone like Mr. Lovett.

The enclosed reprint (just off the press) shows how machine-dependent some of my work is, and I'd like to know more about your machine.

Cordially,

Bill

William J. Paisley

*Jim H. - find us at 2 - to go to
Lovett Computer Center
2-4?*

March 28, 1966

AIR MAIL

Dr. William Paisley
Institute for Communication Research
Stanford University
Stanford, California 94305

Dear Bill:

This is to confirm our arrangements for your visit here at the end of this week. Upon arrival Thursday afternoon, take a taxi to the Sheraton Motor Inn, 39th and Chestnut Streets, where a room will be reserved for you for that night. I will be expecting you to call (594-7041) or come to my office after you have checked in the hotel, or about 5:30 p.m. We'll have dinner and then go on from there.

With best regards.

Sincerely,

GG:kaf

George Gerbner,
Dean

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

April 4, 1966


Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

In retrospect my brief trip was a most pleasant and informative one. I didn't meet anyone I couldn't work with, although that feeling may not be reciprocal in every case. I now have an impression of the way in which work gets done -- the useful alliances and the man-machine relationship. My apprehensions concerning the computing facility were largely disconfirmed.

Joe Lovett took it upon himself to send me a list of courses at Penn that might form the quantitative nucleus of a Ph.D. program. He also supplied me with documentation from the Computer Center and was most helpful in explaining that operation to me.

I will have lunch with Ole one day this week to pass on my impressions. By some oversight neither he nor I knew of the IBM 360 Model 67 that Penn was acquiring, and I'm sure that intelligence will make a difference to him.

 Without counting to the penny, I would say that my expenses for the trip were \$294.80, or \$282.80 air fare plus \$12.00 ground transportation. My taxi bill was high because I had to bribe an off-duty driver to get me to the airport -- I came very close to being your dinner guest Friday night.

Again, George, thanks for everything.

Sincerely,

Bill

William J. Paisley
Assistant Professor

April 11, 1966

Dr. William J. Paisley
Institute for Communication Research
Stanford University
Stanford, California 94305

Dear Bill:

We enjoyed your all-too-brief visit here; I am pleased that you found it informative. I have not yet had the chance to arrange the usual round of faculty consultations, or to test the feasibility of the package we have discussed with the University Administration. With the pace of events what it is around here, this will take a few weeks. In the meantime, I would appreciate your conveying whatever information you have gleaned here to Ole Holsti, along with my best regards.

Please keep me posted of any new developments, questions, or problems; I will do the same.

Sincerely,

GG:kaf

George Gerbner,
Dean

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

June 20, 1966

Dr. George Gerbner
Dean, The Annenberg School
of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

Thank you for your letter of June 17. I would look forward to seeing you again, either here or in Philadelphia, before mid-summer.

I am enjoying a very placid summer, writing the "patterns of adult information seeking" report, reporting out several of my own studies, analyzing the AAPOR data, preparing presentations for AEJ, the Los Angeles ADI conference, etc.

Enclosed is a copy of the mail questionnaire that evolved from the AAPOR questionnaire. Some of my modifications reflect your critique of the earlier instrument, particularly the self-identifying questions.

I will tell you in confidence that I am dismayed by Hoban's progress report concerning his similar study. After using up a vast number of professional man-hours (from the same respondents we are trying to reach), he sketches a very superficial analysis and implies that time and budget problems may even limit that. Such inadequate analyses are the rule, rather than the exception, in information-flow research and are the chief reason for my data-archive proposal (which also is enclosed, in case you haven't seen it, together with its companion proposal).

Concerning my travel plans: I may well stay here until the Iowa City convention, after which -- if NSF obliges -- I will accept an invitation to participate in the Social Sciences Documentation roundtables at the Sociology Congress in Evian. I project two or three fall trips East, depending partly on the funding of ADSIT and the National Register study. I would be amenable to a leisurely mid-July trip your way, but I haven't stored up enough professional business to justify paying for it all at this end.

Your reactions to the proposals would be greatly appreciated, of course.

Sincerely,

Bill

William J. Paisley
Assistant Professor

encs.

STANFORD UNIVERSITY

STANFORD, CALIFORNIA

INSTITUTE FOR COMMUNICATION RESEARCH

October 7, 1966

Dr. George Gerbner
Dean, The Annenberg School
of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

Here are accounting records for my round-trip flight from San Francisco to Philadelphia in the week of September 18. I didn't keep the ticket stub because it bore an inaccurate amount, the \$265.50 shown on the original invoice 37686. This fare was a simple clerical error, corrected on the October 1st statement to \$302.85. Note that for additional reference the ticket was United UAL-016-484-404-579.

My actual cost is probably higher than the reimbursable part, for reasons detailed on the statement.

The travel agency has been making a bloody mess of my records recently. Note on the statement: Grand Rapids for Cedar Rapids, Chicago for Philadelphia, San Jose for Los Angeles. If you need a really accurate supporting record, let me know and I'll insist that they submit an error-free statement.

I have received your announcements concerning the content analysis symposium. I accept the idea of meeting at AAPOR in May. I intend to poll my committee by mail and by telephone in the next week to make final plans for my session.

Your announcement of the Center for Communication Arts and Sciences also reads well. The Center will be another example of a fascinating trend of the times, the gathering of scholars on the basis of what interests them rather than on the basis of their training. Sometimes what interests them interests artists as well, leading to even greater diversity of background in a common effort. I'm reminded of this because I just agreed to take part in Frank Dance's symposium in which three of "us" will have a dialogue with three of "them".

Cordially,

Bill

William Paisley

B. Paisley
F41

INSTITUTE FOR COMMUNICATION RESEARCH

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

January 17, 1967

Cypress Hall
Telephone:
415/321-2300
Ext. 2753

Professor Donald T. Campbell
Department of Psychology
Northwestern University
Evanston, Illinois 60201

Dear Don:

I am very sorry that you have decided against participating in the Annenberg Content Analysis Symposium. Certainly your schedule is full, however, and the field benefits as much from a Campbell chapter or article as from a Campbell symposium paper. Only the symposium audience would disagree.

Gene, who is preparing a paper for the symposium himself, may be able to talk you back to a "maybe" or "yes" position when the two of you meet at the end of this month.

I hope your trip to Africa was an unqualified success. Is it true that the number of American investigators who return alive is a nonreactive measure of tribal ethnocentrism?

Cordially,

B

William J. Paisley
Assistant Professor

WJP:Rs

cc: Prof. George Gerbner ✓
Dr. Philip J. Stone

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STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

V, VI

C-14
CYPRESS HALL
Telephone:
415/321-2300
Extension 2507

October 18, 1973

Dr. George Gerbner
Editor, Journal of
Communication
Annenberg School of
Communications
3620 Walnut Street
Philadelphia, Pa. 19104

Dear George:

Thank you for suggesting possible publication for the enclosed monograph, "Communication Research as a Behavioral Discipline." I would like to see it published, yet I realize that its present length falls between the usual expectations for journal articles and for books.

If you think that a long article could be devoted to the themes of this monograph, then I would undertake a 50% compression by omitting certain sections and rewriting others for continuity.

As an alternative or extension, J. Communication could devote an issue to the field of communication qua discipline. My article could serve as the theme article, followed by commentary from other communication researchers, or it could simply be one of the several articles on communication qua discipline that you are able to gather.

Perhaps, when you have formed an opinion, we can discuss possibilities on the telephone.

Cordially,

William J. Paisley
Associate Professor

November 26, 1973

AIR MAIL

Dr. William J. Paisley
Institute for Communication Research
Stanford University
C-14 Cypress Hall
Stanford, California 94305

Dear Bill:

I have now had a chance to finish "Communication Research as a Behavioral Science Discipline" which you kindly sent me.

It is a lucid and valuable attempt to work through some professional and disciplinary identity problems. In writing it, you felt obliged to develop each aspect rather fully. But trying to focus on your main points as a reader, the "working through" becomes somewhat tangential and highly condensable. I would like to have the opportunity to consider an article of about 16 double-spaced pages focusing on the most relevant and coherent aspects (especially from your chapters IV, V, VI, and VIII). If that turns out well, I would like to follow your suggestion and use your piece as the stimulator of a symposium.

Please let me know if I can look forward to such an article.

With best regards.

Sincerely yours,

George Gerbner

GG:kas