

Leo Lowenthal  
~~Professor of Sociology and Acting Chairman of Department~~  
University of California, Berkeley (1956 --)

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, California (1955-56); Director of Research, Voice of America, U.S. Department of State (1949-1954); Lecturer in Sociology, Columbia University (1940-1955); Senior Research Associate, Institute of Social Research, Frankfurt, Geneva, and New York (1926-1949); studied at the Universities of Heidelberg and Frankfurt from 1918 to 1923, Ph.D. (Sociology) University of Frankfurt (Germany) 1923. Living in the United States since 1934.

Professional Affiliations:

American Psychological Association (elected Fellow); American Sociological Association (elected Fellow); American Association for Public Opinion Research, (former member, Board of Directors); former President, Humanities Club, University of California; former Chairman, Social Science Colloquium, University of California

Dr. Lowenthal has delivered numerous scholarly and popular speeches to professional and community groups. For example, he was invited to address the Fourth World Congress on Sociology held in Stresa, Italy, in the fall of 1959; he was the keynote speaker of the University of California Extension Day in 1960; he participated in the University of California Extension series on "Modern Man and his Behavior" also in 1960; in 1958 he chaired the sections on the Arts and on Communication of the annual meetings of the American Sociological Association in Seattle, Washington, and he addressed the annual convention of the American Psychological Association in Washington, D.C. In the academic year 1962-63 Dr. Lowenthal was appointed all-University Faculty Lecturer of the University of California.

Main Publications: (books)

Literature, Popular Culture, and Society. Englewood Cliffs, N.J.: Prentice-Hall, Inc. (Spectrum), 1961.

Culture and Social Character, edited with Seymour Martin Lipset. New York: The Free Press of Glencoe, Inc., 1961.

Literature and the Image of Man. Boston: Beacon Press; 1957 (paperback edition, 1963).

Prophets of Deceit, with Norbert Guterman. New York: Harper & Brothers, 1949.

Most of these books have appeared also in foreign translations.

In addition numerous articles in magazines such as American Journal of Sociology, Social Research, Public Opinion Quarterly, Commentary, etc.

Director, General Research Program, Langley Porter Neuropsychiatric Institute, Division of Psychiatry, University of California Medical Center, 1938 - present.

Director, Staff of the Middle School and Public Libraries, Lecturer in Social Anthropology, School of Education, University of California, Berkeley, 1937 - 41.

Project Director, The Fund for Adult Education, Ford Foundation, 1945-46.

Visiting Lecturer, Department of Anthropology, University of California, Berkeley, April - August, 1956.

Research Director, Columbia University Bureau of Applied Social Research, 1943-46.

Executive Director, Implementation Committee on Television and the District Group on Television, Research Planning Group financed by the Ford Foundation, 1953-54.

Deputy Director, Evaluation Staff, International Broadcasting Service, U.S. Department of State, 1949-53.

Research Psychologist, McLean Erickson, 1946-47.

Senior Research Associate, Columbia University Bureau of Applied Social Research, 1943-46.

Director of Research, National Federation of Business and Professional Women's Clubs, Inc., 1941-43.

Associate Director of Field Service for above organization, 1939-41.

Research and Administrative Assistant, Office of Radio Research (Rockefeller Foundation), 1937-39.

#### EDUCATION

B.A., Mt. Holyoke College; additional work in Social Psychology, Harvard University

Graduate Fellow, New York Institute for the Education of the Blind and Columbia University

M.A., Columbia University and Teachers College (Social Psychology); additional post-graduate work in Sociology and Social Psychology at Columbia University and the New School for Social Research.

Professional Affiliations

American Psychological Association (Fellow); also member of Western Psychological Association  
American Sociological Association (Fellow)  
American Association for Public Opinion Research (member of Executive Council; chairman of research development committee); also member of Pacific Association for Public Opinion Research  
American Gerontological Society (Fellow; member of Executive Council and chairman of Membership Committee, Psychological and Social Sciences Section; also Western Gerontological Society, member of Executive Council)  
International Association of Gerontology (member, Psychology and Social Science Research Committee of American Branch)

Publications - see attached list

Marjorie Fiske Lowenthal  
March 1966

List of Publications\*

Books

Mass Persuasion: The Social Psychology of a War Bond Drive (with Robert K. Merton and Alberta Curtis), Harpers, 1946.

The Focused Interview (with Robert K. Merton and Patricia Kendall), The Free Press, 1948, 1955.

Book Selection and Censorship: A Study of School and Public Libraries in California, University of California Press, 1959.

\* Lives in Distress: The Paths of the Elderly to the Psychiatric Ward, Basic Books, 1964.

\* Age, Change and Mental Health, working title (with Paul Berkman), Jossey-Bass, Inc., 1966.

\* Crisis and Intervention, working title (with Alexander Simon, M.D., and Leon Epstein, M.D.), Basic Books, pending.

Research Monographs

"The Children Talk About Comics" (with Katherine Wolf), in Communications Research, 1948-49, Lazarsfeld and Stanton (eds.), Harpers, 1949.

"The Controversy Over Art and Popular Culture in 18th Century England" (with Leo Lowenthal), in Frontiers of the Social Sciences, Mirra Komorovsky (ed.), The Free Press, 1957.

Chapters of Books

"Radio Research Techniques," in How to Conduct Consumer and Opinion Research, Albert Blankenship (ed.), Harpers, 1946.

"Book Selection and Retention in California: Public and School Libraries," in The Climate of Book Selection, J. Periam Danton (ed.), University of California School of Librarianship, 1959.

"The Debate Over Art and Popular Culture: English Eighteenth Century as a Case Study" (with Leo Lowenthal), in Literature, Popular Culture and Society, Leo Lowenthal, Prentice-Hall, 1961.

\* "Some Social Dimensions of Psychiatric Disorders in Old Age," in Processes of Aging, Vol. II, R. Williams, et al. (eds.), Atherton Press, 1963; and (in condensed form) in Social and Psychological Aspects of Aging, C. Tibbitts and Wilma Donahue (eds.), Columbia University Press, 1962.

\*Under maiden name, Marjorie Fiske, except for asterisked items which are under married name Marjorie Fiske Lowenthal.

Journals and Magazines

"Blindness: A Psychological Problem," Teachers Forum, January 1937.

"The Panel as a New Tool for Measuring Opinion" (with Paul Lazarsfeld), Public Opinion Quarterly, October 1939.

"The Relative Preference of Low Income Groups for Small Stations," Journal of Applied Psychology, February 1939.

Series of three articles, "Why Discuss," "How to Lead a Group Discussion," and "Discussion for Defense," Independent Woman, June 1941, October 1941, and November 1941.

"Searchlighting the Woman Earner," Independent Woman, August 1942.

"How Consumers React to Radio Advertising by Retailers," Sales Management, April 5, 1944.

"Program Analyzer," Film News, June 1944.

"The Office of Radio Research: A Division of the Bureau of Applied Social Research, Columbia University" (with Paul Lazarsfeld), Educational and Psychological Measurement, Winter 1945.

Series of three articles on motion picture research: "New Technique for Studying the Effectiveness of Films," "Response Analysis," and "Content and Audience Analysis," Journal of Marketing, October 1946, January 1947, and April 1947.

"Germany's Gunpowder Children," Cosmopolitan, August 1948.

"The Dilemma of German Youth" (with Edrita Fried), Journal of Abnormal and Social Psychology, January 1949.

"Some Problems in the Administration of International Communications Research" (with Leo Lowenthal), Public Opinion Quarterly, Summer 1952.

"Reactions to Mass Media Growth in 18th Century England" (with Leo Lowenthal), Journalism Quarterly, Fall 1956.

"Research Plans, Book Selection Study," California Librarian, January 1957.

"Author's Note on Book Selection and Censorship," California Journal for Instructional Improvement, October 1959.

"Studies in Geriatric Mental Illness: Some Research Plans and Assumptions" (with Alexander Simon), Journal of the American Geriatric Society, May 1960.

"Preliminary Report on Studies in Geriatric Mental Illness" (with Alexander Simon and Miron W. Neal), Newsletter of the Gerontological Society, June 1960.

"Geriatric Mental Illness: Methodologic and Social Aspects," Geriatrics, June 1961.

Journals and Magazines, continued

- \* "The Problem of Rating Psychiatric Disability in a Study of Normal and Abnormal Aging" (with Paul Berkman), Journal of Health and Human Behavior, Spring 1964.
- \* "Social Isolation and Mental Illness," American Sociological Review, February 1964 (see also chapters in books).\*\*
- \* "Antecedents of Isolation and Mental Illness in Old Age," Archives of General Psychiatry, March 1965.
- \* "Social and Related Factors Leading to Psychiatric Hospitalization of the Aged," Journal of the American Geriatrics Society, February 1965.
- \* "Voluntary vs. Involuntary Social Withdrawal" (with Deetje Boler), Journal of Gerontology, July 1965.
- \* "Some Shortcomings of the Isolation Theory," Duke University Council on Gerontology: Proceedings of Seminars, 1961-65 (Durham, North Carolina: Regional Center for the Study of Aging, Duke University, December 1965), pp. 336-344.
- \* "The Elderly Ex-Mental Patient" (with Mella Trier), International Journal of Social Psychiatry (in press).
- \* "Social and Environmental Factors in Maintaining Mental Health," presented at Research Seminar "Aging and Mental Health," University of Michigan's 18th Annual Conference on Aging, Ann Arbor, Michigan, July 26-28, 1965.
- \* "Leisure and Retirement," (University of California Medical School Symposium on Mental Health in a Changing Community, November 22, 1964), Proceedings of Symposia (pending).

Awards

Recipient of first Library Literature Award of the American and the International Library Association, September 1960.

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\*\*Republished in Age with a Future, P. From Hansen (ed.), Munksgaard (Copenhagen), 1964; and in Psychiatric Sociology: Approach, Scope, Issues, Kirson Weinberg (ed.), pending.

- Major Current Research:
- (a) Problems of intimacy and interpersonal communication in adjustment.
  - (b) Relation between life goals and adjustment at successive phases of the lifespan.
  - (c) Attitudes of professionals and laymen toward the relationship between intimacy, interpersonal communication and adjustment at successive phases of the lifespan.