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Dear George:

This is my reaction to manuscript #1022, "Notes on Interpersonal Behavior and Communication of the Elderly..."

Obviously, this is a topic which desperately needs conceptualizing and data based research findings. However, I don't think this manuscript is ready for publication. The author even notes that "more intensive study" is yet to be done in the last paragraph. I would ask the author to pursue this subject in more depth and resubmit it at a later time.

The methodological features of this report seem to be extraordinarily "loose"--as least as they are reported. This doesn't suggest that observation isn't a legitimate method--only that as I read it, the "systematic" aspects of the observations did not seem to be strong.

Further, I felt the data that was obtained was treated superficially and/or ~~ex~~ used for generalizations which went beyond the data. I disagree with the author's comment that "a complex answer (to the apparent inconsistency between Ss need to reduce lonliness and their actual behavior) is beyond the scope of this report." I think a paper that addressed that question in depth and/or a treatment of the "tv as a personal/social activity" issue would be most appropriate.

In short, I found this manuscript to be more of a "progress report" rather than a finished piece. I would certainly like to see the author pursue these issues--empirically and conceptually.

Sincerely,

Mark

Mark L. Knapp
Professor

March 17, 1977

Mark L. Knapp
Professor
Department of Communication
Purdue University
West Lafayette, IN 47401

Dear Mark:

Many thanks for your review of "Notes on Interpersonal Behavior and Communication of the Elderly: Some Social and Environmental Factors." I shall follow your advice and so notify the authors.

I will send out another manuscript list in the near future and hope to have your assistance again.

With best regards.

Sincerely yours,

George Gerbner,
Editor

GG:kas