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Dr. Herta Herzog
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Dear Doctor Perse,

I am a bit late with sending you the material for the biography you want to do about me. Sorry.

I followed the points you gave me, a procedure I found very helpful particularly as I am not, or should I say I am not yet very interested in myself.

I tried to answer each point in detail so you have enough material to pick from. I hope you'll not use it all. As I read it over for typing errors I found it rather gushy.

As I mentioned in the text, I did not really get what you are after in 6. Why the question re female- male in paren-researchers? Gender has never played a role in my professional life. I am not a feminist but I understand if others are. If the emphasis of the book is Women in capital letters, I'd rather not be included. I'd understand the omission. The other question I had was re the timing: why 1940s - 1950s? I assumed you wanted me to cover my time at the Bureau - the communication time proper - but I left already in 1943. If I misunderstood this point, let me know. Perhaps I can help.

Let me thank you for taking the trouble of sending me all the explanatory material - and for having taken on the chore of converting my data into a text. If you ever come near here - Innsbruck is the next town - let me know. I'd be glad to meet you.

Sincerely

Ps: The name I have been using professionally is Herta Herzog or Herta Herzog Massing. Either one would be alright. The address on the letter head is confusing for foreign mail. It should better be:

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Austria

1. Family Background : I was born in Vienna, Austria, August 1910.

Four years later World War I started. I was then four years old but I still remember my father leaving from the family estate where we spent our summer vacations. Although he was considered unfit for front duty because of a heart condition he volunteered in patriotic sentiments that ran strong in the family. I have a vague recollection of my mother with other ladies being engaged in preparing bandages and knitting for the soldiers on the front. And though I didn't grasp its full meaning I remember that all monies were converted into war bonds (Kriegsanleihen) and lost at war's end.

A very clear memory of the war years and the time right afterwards is the scarcity of food. We children (my sister was a year younger) survived because of the American food distribution in the public schools. It was mostly beans but on Friday we had some kind of cake and cocoa. We looked forward to this day. Generally a kind of turnip ("Wrucken ") doubled for most regular food which was scarce and severely rationed. Although there was a black market and people went to the farms around the city with some barter for food , my family didn't .

The real war victim was my much loved mother, a handsome and in every sense strong woman. She contracted an infection of the bronchia in a train returning from the front . In her undernourished condition - probably having taken less than her share of the rationed food- she couldn't shake off the infection. It turned into an open tuberculosis . It took her seven years to die. It was the key experience of my teenage years. I relate my later work habits, the serious effort to do well , to these early years when I was bent to please her by bringing home some good news from school. I was consistently the class prima- from paying attention during classes rather than time spent on homework. For my sister and I tutored school mates several hours

after school. It was pocket money mainly for our sport activities . For money was tight in the family : my father, a Graduate ~~of~~ the Law School of Vienna University , was a young man at the beginning of his career in government. The illness of my mother was expensive. Although we children had a stipend in school, there were extra curricular activities to be paid for, music lessons in particular. I played the violin having a violinist of the Vienna Philharmonic as a teacher and loved playing duets with my father who was a good pianist. It was one of the activities I really missed later when my illness made playing impossible.

2. Education : After elementary school, skipping the last year, I went to a humanistic gymnasium. It was a private school, the only all-girl school with a strict humanistic curriculum: Latin every day for eight years, Greek daily for five. I had in these subjects a superb teacher who taught not only the language but made us see and understand the life of the old Romans and Greeks described in the literature. I believe she was responsible for my starting out at the University in these subjects : Greek, Latin and Archeology. My second subject was German, the old languages again.

After a year of this carry-over from my gymnasium days I began trying out other subjects- philosophy , German literature, some courses at the Law school - until somebody mentioned Prof. Karl Bühler , a psychologist, whose lectures held in the Auditorium Maximum were said to be "packed." I went and was impressed - I had found the area I wanted to work in, translating the life of the antiquity to modern man.

The Psychological Institute headed by Karl and Charlotte Bühler was staffed with several brilliant assistants: Egon Brunswik worked mainly in perception, Else Frenkel worked with Charlotte Bühler on her studies of children and later, developments along

the life line (Lebensläufe), Käte Wolf who worked with Karl Bühler on his theory of language, and Paul Lazarsfeld, a mathematician who taught statistics (and helped everybody with his statistical problems) and the study of social- psychological problems. "Die Arbeitslosen von Marienthal " became the best-known of these studies.

The Bühlers also initiated an institution which was very helpful to me and many other students:the "Psychologische Praktikum" on Wednesday evenings consisted first of the report of a senior student on his work or the talk of a well known scientist on a subject of relevance to us, with subsequent discussion. Then the guest and the senior students who wanted to went to a nearby restaurant for dinner. It was the opportunity for us to meet and talk to famous experts . I remember Piaget and Konrad Lorenz among others.

I decided that I wanted to do my dissertation under Lazarsfeld on some social- psychological problem of current importance. Radio was new and exciting . L. suggested I might want to repeat and expand on an experiment that Per had done in England. It was to investigate the physiognomics of the human voice, Voice and Personality as it came over the radio. It would also be interesting theoretically, it seemed to me, from the standpoint of Bühler's theory of language who saw in expression (Ausdruck) one function of language as a vehicle of communication.

The study was the first mass-experiment in Austria. Listeners were invited to fill out a questionnaire and add any observations they wished to make on six speakers differing in sex, age, physical type and occupation who were reading the same text over the radio on subsequent days of one week. The questionnaires were distributed in the popular tobacco shops thru the city. 2700 listeners participated. It would have been a major problem to analyse these data had it not been for the fact that

I had contracted poliomyelitis toward the end of our summer vacation (first case recorded in Austria, therefore no special treatment). I survived but was paralysed to the waist down for half a year and my right arm has been lame ever since. It eased my situation greatly that I had interesting work to do forcing me also as a born right-hander to learn to use my left hand.

As to dates : Elementary school 4 years, humanistic gymnasium 8 years , entered the University of Vienna- Philosophical Faculty in 1928, received Ph.D. in Psychology in 1932.

3. Career Development : The first and one of the main intellectual stimuli for me was Paul Lazarsfeld . He was not only a brilliant scientist but a great teacher. In Vienna we students also learned a great deal from and with him in the development of the "Wirtschaftspsychologische Forschungsstelle"(Research Institute of Market Psychology). It was his concept that one could interview ordinary people and by use of proper questioning techniques learn about their attitudes and motivations in their handling of every day matters. I learned in these days not only "the art of asking why " (Lazarsfeld wrote a paper on this later on in the US) . More generally ,I believe, it was the begin of a certain qualitative research approach, a technique I have continued using and developing further in individual interviews as well as focus groups. As the various market research studies were usually sponsored by some business, we also learned about the translation of research findings into policy. My later success in market research is based in large measure on this training.

To report now again in orderly fashion on my career development:

After the PH.D. I became assistant at the Psychological Institute taking over the classes and the PH.D. students of Lazarsfeld who had moved to the US (because as a Jew there was no chance for him to obtain an appointment at the University).

In late 1935 I left Vienna to join Lazarsfeld in the US and get married to him. I was lucky to begin work as research assistant to Prof. Robert Lynd of " Middle Town" fame. The interviews done by Lynd in a NJ suburb concerning the handling of the depression among well-to-do suburbanites provided a first insight into a contemporary aspect of US life as well as an introduction into the English language which I knew only moderately well and of which Lynd was a master.

After this great introduction I joined Lazarsfeld's Bureau of Radio Research , which became later the Bureau of Social Research at Columbia. In the time of the early years- I was there until 1943- most of the research had to do with aspects of communication, radio in particular. It had been the subject of the original grant from the Rockefeller Foundation. Lazarsfeld and his co-directors Prof. Hadley Cantril of Princeton and Dr. Frank Stanton , Research Director of CBS never ran out of aspects worth investigating. And there were many others, professionals in related fields, who contributed ideas and help. They are listed in the introduction to the first Bureau publication "Radio and the Printed Page." They can be gleaned also from the table of contents of the Bureau publications " Radio Research 1940 " and "Radio Research 1942-43. " Personally I remember particularly Prof. Sam Stouffer of Chicago who became a close friend. As for myself, continuing the type of work we had done at the Forschungsstelle in Vienna, I would be called upon when "qualitative " pilot studies were needed and for "applied research " as far as the subject matter was concerned.

For example, I did consulting work for E.I. Dupont de Nemours & Co. Alexis Somaripa, the creative and charming head of the Fabric Development Division was concerned with the prediction of trends in consumer fabric preferences and response to the new synthetic fibers which I tested by means of "wear tests." As a Bureau member I also worked on projects for various government agencies. I remember pretesting OWI pamphlets and later, some work on the film "This is War." Of the qualitative pilots I still recall with pleasure the interviewing the day after the CBS broadcast of "The Invasion from Mars" to find out why some listeners had been scared. My best known study is the research on soap opera listeners. Differing from the then current effect model it pioneered a "gratification" approach asking how listeners used the stories, what they meant to them.

In 1943 Marion Harper, then head of copy research at the advertising agency of McCann Erickson suggested I join his department handling the qualitative aspects of radio research (programs and commercials) and set up motivation research while he asked Hans Zeisel to head the quantitative aspects of media and market research. I was tempted. It seemed intriguing to put the methodologies developed in an Ivory Tower setting to the tough test of performance in the competitive market place. I never regretted the move although it meant a radical change from academic life. I was on my own now.

The methodological challenges turned out to be exciting as my responsibilities, i.e. problem areas broadened. As Director of Research at the Home Office of McCann Erickson which under the presidency of Marion Harper had become one of the largest advertising agencies, including sales promotion and public relations, I worked on and applied various experimental tools such as the Lazarsfeld-Stanton Program Analyser to which

we had acquired exclusive commercial rights. It was a device to record listener's continuing like / dislike reactions to a recorded communications content which would be followed by focus-group interviewing. Later on I used a pupil-dilation recorder for visual materials, the "Eye Camera", which had been developed by the ecologist Prof. Hess of Chicago University. And I introduced into market research the use of relatively easily administered personality tests such as the Figure Drawing test (originally created by Karin Machover) to clarify the reasons for purchase behaviour, brand or program choices. Prof. Bühler had talked about the concept of "psychological environment". I was looking for a way how this phenomenological notion could be introduced into market research: the concept of Image seemed to do it.

When the Mc Cann research operation inside the agency was set up as a separate research operation for market and PR research I became chairman of the new company called Marplan. My duties included now also the organisation and the training of Marplanites abroad. In 1959 for example I spent a year in Germany, training and doing consulting work for some of the major clients of Mc Cann Germany.

The last phase of my market research career started upon my return from abroad. Interpublic, the set of companies put together by Harper, included now a kind of Think-Tank, the first of its kind in the field, called "Jack Tinker and Partners". It was to work on major client problems - new product introductions, major changes in marketing strategy, top management problems generally. The group, housed separately, was small by design: four partners with one assistant for each plus clerical staff. I became the partner in charge of research. Our group produced some very successful work and also received a good deal of attention in the advertising world (such as the Alka Seltzer commercials). The work was for me particularly

rewarding because the partnership entailed the integration of the research findings , the marketing and creative implementation.

I stopped full time market research work at the end of 1970 retiring early to be able to spend more time with my second husband Paul Massing.(We married in 1954.) He had had to give up his career as a professor of Sociology at Rutgers University because he had contracted Parkinsonism, an incurable , progressively disabling disease. (About my professional activities after he died in 1979 , see my report under 4.)

To finish re my commercial career : I have always valued discussion with bright people but I have never been an organization woman. I chaired at one time a group on motivation research for the Advertising Research Foundation. In 1986 to my great surprise - and please, I admit- I was selected as "Hall of Fame Honoree " of the Market Research Council .

4. In retrospect I think I have not been very good at "integrating personal and professional life " , as you suggest in your question. I seem to have done mainly one or the other. This was true in my first marriage. Paul Lazarsfeld's daughter from his previous marriage, Lotte, joined us in New York when she started grammar school. Real family life occurred mainly over weekends and the long vacations in New Hampshire where Lotte learned to swim and ski and to love the mountains.I can not take credit for her being a great human being and scholar.

And again in my second childless marriage , time together and with friends was spent mostly weekends on our farm in NJ. We loved getting it into shape and evenings the long talks on the open fire. We sold the farm when Paul got too sick and

spent his remaining years travelling and getting to know better our families in Germany and Austria.

Paul died in Europe in 1979 and I decided to stay there. After first trying to finish the book he had started on the recent history of the village in which he was born and failing to do so because it was in too early a stage I decided to take up again some professional activities. For various reasons it seemed natural to pick up on my early academic interests broadened through the know-how I had acquired in commercial research.

I started out with a series of lectures on American TV and TV research at the university of Tübingen in Germany (Institut für Empirische Kulturwissenschaft, Prof. Bausinger). I repeated these later at the university of Vienna (Institut für Kommunikationswissenschaft, Prof. Langenbacher). And I did communication research proper.

The first was a qualitative study on reactions to 'Dallas' and 'Denver Clan' , the two US hits, investigating in the context of global communication how these American programs were received by German viewers. The astonishing success abroad was , as I found out later, studied in a number of countries abroad (Katz-Liebes in Israel, Jen Ang in the Netherlands , to mention some).

When the problem of hostility toward "foreigners" (Ausländerfeindlichkeit) became pressing in Austria , I did a study on this subject with the Vienna Institute of Communications-research . More recently I have been working on problems of current Anti-semitism.

All these studies were qualitative pilot studies , a methodology I had perfected in my market research years. Generally the field work was sponsored , the field work handled by local interviewers whom I partly trained in this technique and

analysis and report I have done by myself. I find this type of activity and division of labor quite feasible enabling me to do work that interests me and also to enjoy the beautiful mountains of Tirol where I live next to the large family of my sister.

I shall continue to do so as long as my health permits. For I get a good deal of satisfaction looking back at a professional career that has been rich in change and challenges yet let me pursue my basic interest and curiosity into how people, average people, manage in response to the developments, the problems and the opportunities of the times. For a short time during my market research work I had considered concentration on the individual and had taken up a psycho-analytic training analysis .But I discovered that I am a social- psychologist . I am interested about people in their social context, whether this concerns a new medium or a socio-political problem. Communication fits into these interests,

6. You wanted " any comments about the female (and male) researchers with which you worked during the 1940- 1950." As I wrote you in the accompanying letter I am not sure what you are looking for ,or the reasons for the specific timing.

In general the working atmosphere at the Bureau was of course quite different from that at McCann. The latter was basically more impersonal, work-like. As far as the Bureau is concerned, I knew it only in the early years. I remember a pioneer-like atmosphere of involvement and enthusiasm . Lazarsfeld had a good deal to do with our feeling that we were working on something worthwhile. He helped every one of the staff members on his or her specific project , he was also instrumental in attracting many interesting people . Some of them worked tempo-

rarily at the Bureau on a study of theirs (R. Arnheim, Th. Adorno, for inst.) .Prof. Robert Merton became a director of the Bureau while I was still there and was working as I remember on some government research. I have counted the number of contributors in the first three Bureau publications(" Radio and the Printed Page ", " Radio Research 1940, " " Radio Research 1942-43 "). There were over 30 contributors, permanent staff and others working on or reporting on their work that seemed relevant to the overall concept. I have never worked with somebody in the sense of sharing the work but we all exchanged advice calling on the recognized specialties of each. I remember for example Hazel Gaudet as a very helpful and competent staff member handling statistical matters. Ed Suchman was a particularly good organizer. Rose Kohn was the very competent junior secretary whom we all liked very much for her quick wit. I remember Charlie Glock as a staff member thought of highly. As I am trying to think back it occurs to me that I have pretty good and friendly visual images of many people whom I met at the Bureau but a recollection only of those whom I met professionally and socially later on, such as Rena Bartos or Helen Kaufmann or Ilse Zeisel or Hedy Ullmann.

In my long career at Mc Cann I met , supported, hired and liked many people. I have lost track of most. A few of them I still love seeing when I visit New York. That most of the division heads in the research department were men was accidental. To my knowledge there existed no gender-related problem for them or me.

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PS : The research between the forties and end of sixties was client-
sponsored and publication not feasible.