

# THE MEASUREMENT OF VALUES

MPIWG Berlin  
7-9 June 2012

## Images

inside:

<http://img.ehowcdn.com/article-new/ehow/images/a07/pn/8r/forced-choice-surveys-800x800.jpg>

front left & middle

NORC - Social Science Research in Action:  
<http://www.norc.org/About/Pages/our-history.aspx>

front right:

Rensis Likert: <http://um2017.org/faculty-history/faculty/rensis-likert>

Max Planck Institute for the History of Science  
Berlin (MPIWG)  
Boltzmannstrasse 22  
D - 14195 Berlin  
tel (+4930) 22667- 0  
fax (+4930) 22667- 299  
<http://www.mpiwg-berlin.mpg.de/>



## THURSDAY, 7 JUNE 2012

19:00 Dinner at Cafe Weyers  
Pariser Straße 16, 10719 Berlin  
Tel: 030 88 19 378

## FRIDAY, 8 JUNE 2012

9:00-9:30 Stefan Bargheer (MPIWG)  
Welcome and Introduction

### VALUE NEUTRALITY

9:30-10:00 Joshua Derman  
(Hong Kong University of Science and  
Technology, Division of Humanities)  
*"Max Weber's Concept of Value  
Freedom in German Thought"*

10:00-10:30 Christian Fleck  
(University of Graz, Sociology)  
*"Some Notes on the Historical  
Development of Measuring Opinion,  
and a few Guesses why back then  
Values did not play a major Role"*

10:30-11:00 Discussion

11:00-11:15 Coffee Break

### SOCIAL PSYCHOLOGY AND PUBLIC RELATIONS

11:15-11:45 Anna Perlina  
(MPIWG)  
*"Values as Psychological Forces:  
Kurt Lewin's Approach to the  
Measurement of Values"*

11:45-12:15 Michael Kliegl  
(University of Kent, Centre for the  
History of the Sciences)  
*"Gauging the Public: Edward L. Bernays:  
Public Relations and the Development  
of Market Research Techniques in  
the US, 1920-1940"*

12:15-12:45 Discussion

12:45-14:15 Catered Lunch at MPIWG

### PUBLIC OPINION

14:15-14:45 Scott Anthony  
(University of Cambridge, History)  
*"The Quality of Life Surveys: Mark  
Abrams and the Measurement of  
Happiness"*

14:45-15:15 Felix Keller  
(University St. Gallen, Sociology)  
*"Data Spaces as Utopic Spaces:  
C. Lévi-Strauss, L Guttman and the  
Search for the Perfect Scale"*

15:15-15:45 Discussion

### ECONOMIC VALUES

15:45-16:15 Paul Erickson  
(Wesleyan University, History)  
*"The Ford Foundation's Program on the  
Measurement of Values, 1948- 1954"*

16:15-16:45 Alexandru Preda  
(King's College London, Management)  
*"Measuring Value in Financial Markets:  
Theories of Financial Value and the  
Practices of Traders"*

16:45-17:15 Discussion

## SATURDAY, 9 JUNE 2012

### CULTURE AND PERSONALITY

10:00-10:30 Rainer Egloff  
(Collegium Helveticum, Ludwik Fleck Center)  
*"Social Values and Individual Attitudes:  
W.I. Thomas and the Culture and  
Personality Movement"*

10:30-11:00 Rebecca Lemov (Harvard University,  
History of Science)  
*"Collecting and Experimenting with  
Values in the Field: The Harvard Five  
Cultures Project, 1949-1956"*

11:00-11:30 Discussion

11:30-11:45 Coffee Break

### VALUE CHANGE

11:45-12:15 Stefan Bargheer  
(MPIWG)  
*"Values and the War Effort: World War  
II Research on National Moral and its  
Impact on Postwar Social Theory"*

12:15-12:45 Christopher Neumaier  
(University of Mainz, History)  
*"Research on Value Change in  
Contemporary History: Different  
Approaches in the Social Sciences  
and History"*

12:45-13:15 Discussion

13:15-14:45 Catered Lunch at MPIWG

### PERSPECTIVES

14:45-15:15 Nathalie Heinich  
(Centre National de la Recherche  
Scientifique, Sociology)  
*"A Critical Note on Quantitative  
Methods in the Sociology of Values"*

15:15-15:45 Steven Hitlin  
(University of Iowa, Sociology)  
*"Values Measurement: Where Are  
We Now? And How Did We Get Here?"*

15:45-16:45 Discussion and General Discussion