



Institute for the Study
of Totalitarian Regimes

Co se můžeme dozvědět o československém veřejném mínění z archivů Svobodné Evropy?

Vojtěch Ripka



Jak vystavět interpretační rámec pro
práci s “veřejným míněním” v
komunistickém Československu na
základě materiálů Audience
research department RFE
(1960-1989)?

Rozvrh

1. Proč a kde?
2. Paradoxy výzkumu
3. Jak?

“No radio station can operate at all without being in close touch with its listeners: therefore, the primary concern of the Audience Research Department is to study the reaction of the target area audiences to RFE broadcasts and to determine the prevailing popular attitudes (climate of opinion) in the five target countries in general and toward RFE specifically.”

Radio Free Europe, ‘Audience Research Department “Brief”’ (Radio Free Europe, n.d.), 1, Radio Free Europe/Radio Liberty Corporate Records, AUDIENCE RESEARCH OFFICE FILE 1958-1990, 2005, Box 689-1, Hoover Institution.

Proč pracovat s ARD/APOR/EEAOR (dále jen AR) a jejich výsledky?

- Může přispět ke klíčovým otázkám týkajícím se vztahu společnosti a diktatury KSČ
- Toto oddělení klíčové pro RFE (Macrea-Toma)
- RFE význačným výzkumným centrem, které nebylo nikdy zcela ideologicky podřízené propagandistickým cílům (Ottersbach)

AR dnes

AR jako producent policy sociology
x professional/public/critical sociology (Burawoy)

Table 1. Division of Sociological Labor

	Academic Audience	Extra-academic Audience
Instrumental Knowledge	Professional	Policy
Reflexive Knowledge	Critical	Public

Kde hledat?

Zdroje AR



Data k

chování posluchačů

dosah

vzorce

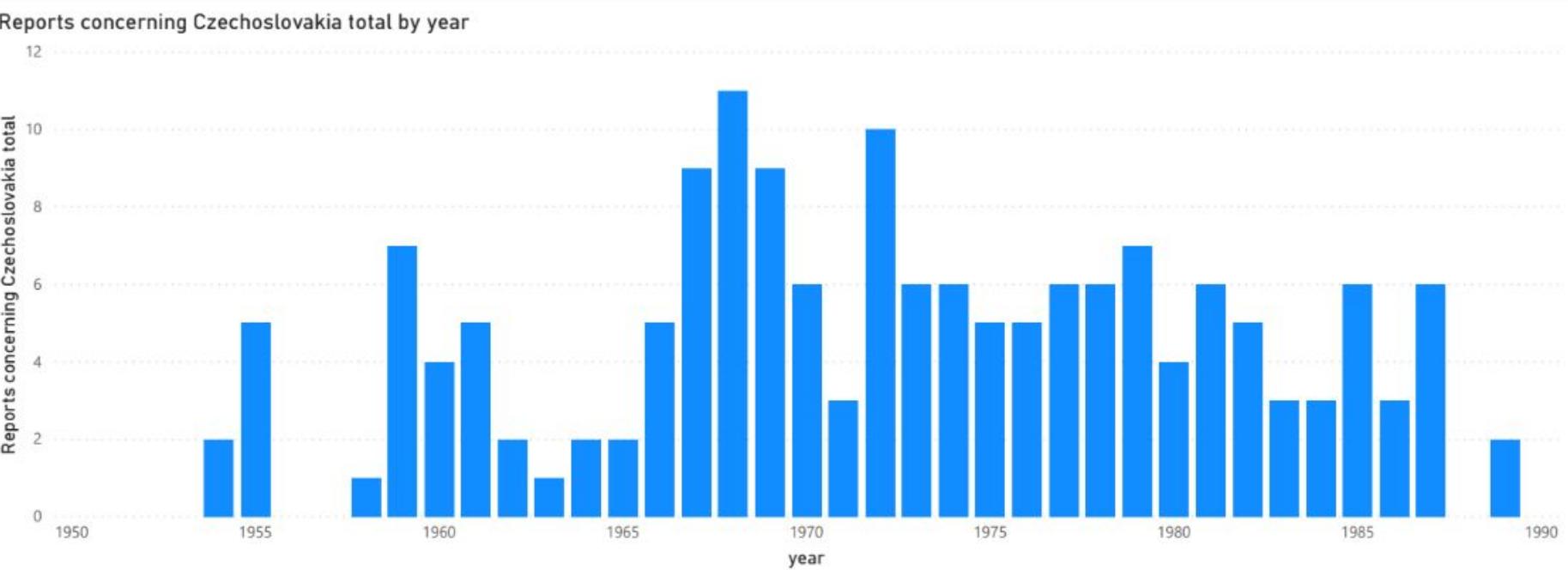
preference

obecné postoje (posluchači + potenciální
posluchačí = celá domácí populace)



Jaký archivní materiál?

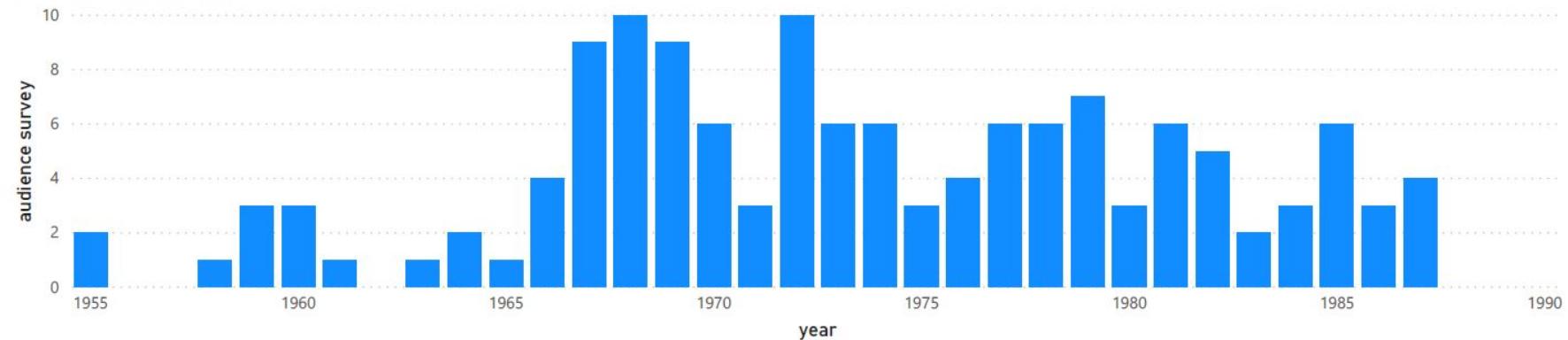
Reporty AR a další zdroje k reflexi metod
(interviews, administrativní složky, komunikace s
akademickou komunitou)



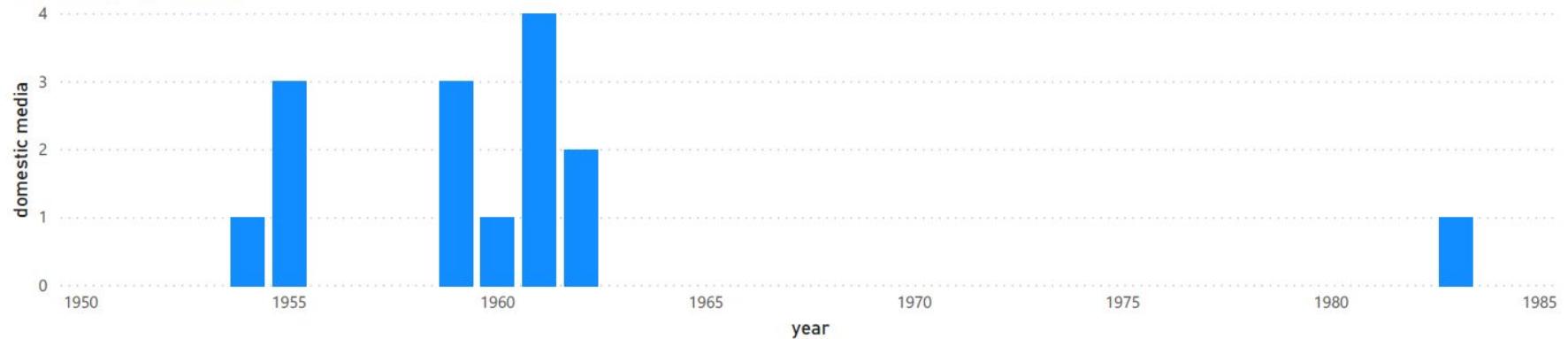


Typy výzkumů

audience survey by year



domestic media by year



Program
Poland
United
Polish
Regime
concerning
Domestic
Influence
Germans
Magazine
Coverage
Continuum
Individual
Assess
Internal
Success
Comparison
President
Solidarity
January-31
Habits
Quality
Reception
Favorable
Opinion
Position
Cessation
Lands
Findings
Structure
Position
Frequency
Prague
War
Broadcasting
Attacks
Wave
Young
Elections
Desired
Certain
Opposition
Self-Image
Comparative
Broadcasters
European
Economic
Broadcasts
Audience
Response
Self-Assessment
Programs
Results
Relations
Orientation
Confidential
Strictly
Toward
Systems
Czech/Slovaks
Czechoslovak
Slovaks
Trends
Government
Romania
Patterns
Free
Political
Changes
Democracy
Hypothetical
Czech/Slovak
Survey
Opinion
Perceived
Opinion
respondents
Includes
Impact
Aspects
Expectations
Responses
Attitudes
Preferences
Respondents

Hungarian
Exposure
Programming
Support
Study
Slovaks
Trends
Government
Romania
Patterns
Free
Political
Changes
Democracy
Hypothetical
Czech/Slovak
Survey
Opinion
Perceived
Opinion
respondents
Includes
Impact
Aspects
Expectations
Responses
Attitudes
Preferences
Respondents

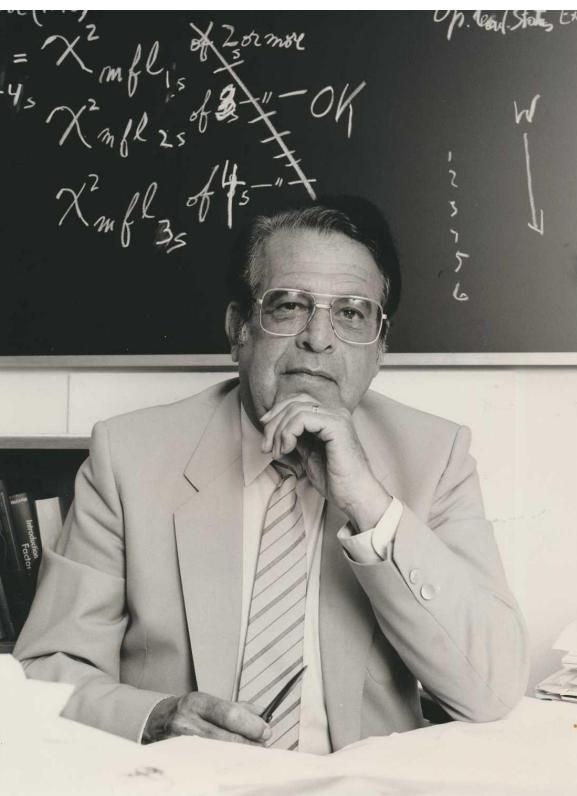
Media
Stations
Latest
November-December
Justification
Documentation
Attributed
Chinese
Invasion
Documentation
Shots
Impact
Time
Impact
Confidence
Shots
Impact
Analysis
September-December
Socialism
Prague
1964
Regarding
Data
May-August
Balkan
Memorandum
Czechs
Czechoslovak
Survey
Opinion
Perceived
Opinion
respondents
Includes
Impact
Aspects
Expectations
Responses
Attitudes
Preferences
Respondents

RFE/CS
Hungary
Attitudes
Preferences
Respondents

Paradoxy výzkumu

Kdo řídil?

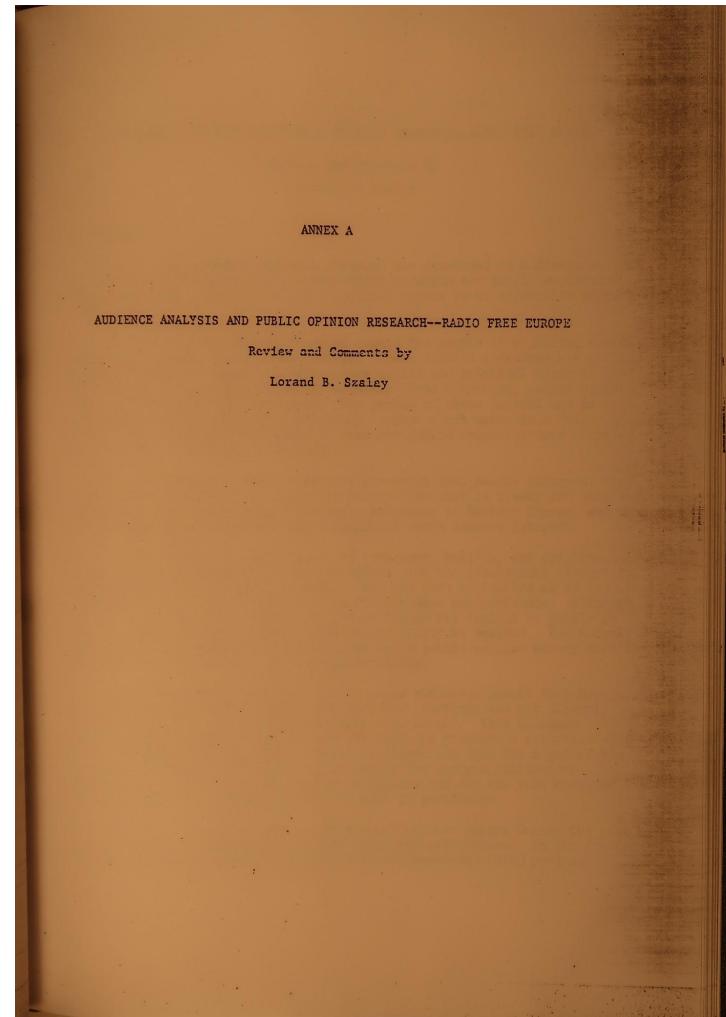
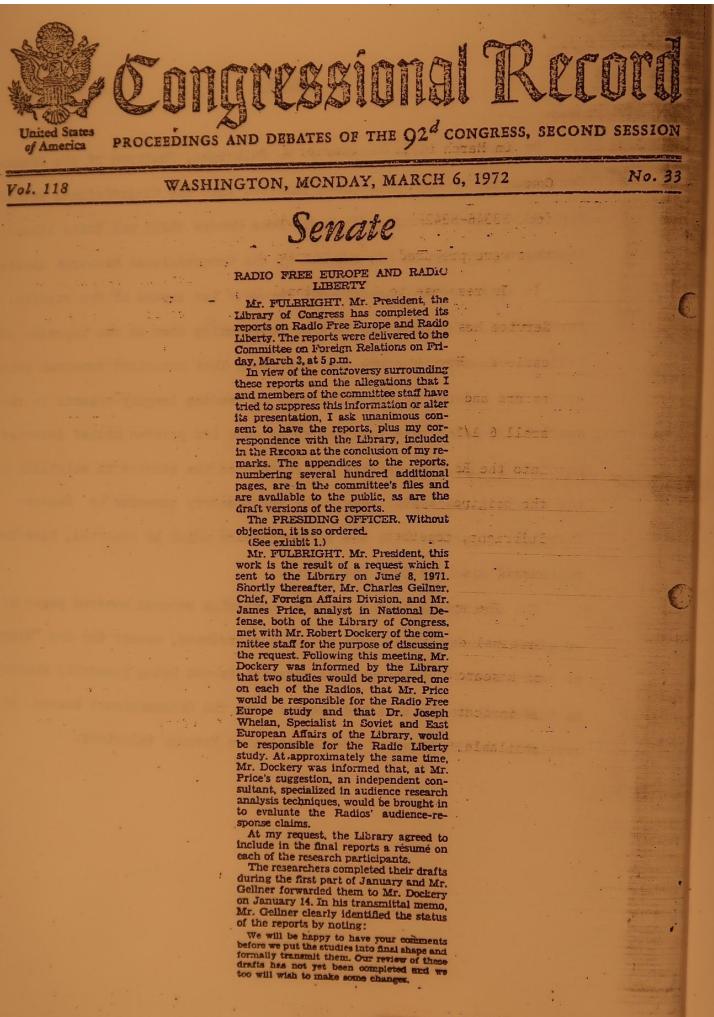
“Rigorous methods ... latest sampling methods
... established data processing techniques ...
rigorous quantitative analysis that developed in
communication research”



Diskreditační materiály obsahují více informací, než interní archivní zdroje



“Vyšetřování” přínosnější, než samotný materiál AR



Parent population (Czechoslovakia)

Travelers to the West

Approached

Not refused

Szalay, Lorand B. 'Audience Analysis and Public Opinion Research - Radio Free Europe;

Review and Comments'. In Radio Free Europe - a Survey and Analysis : March 22, 1972 /, edited by James Robert Price. Washington, D. C. : The Library of

- "důležitá, průkopnická služba"
- "Jak se nakládá s problémem s nedůvěrou a nepřátelstvím respondentů?"
- "nejvyšší míra odmítnutí mezi respondenty z Československa (35%)"

Ideology: Its Meaning and Measurement

Lorand B. Szalay, Rita M. Kelly, Won T. Moon

First Published July 1, 1972 | Research Article

<https://doi.org/10.1177/001041407200500202>

[Article information](#) ▾



IDEOLOGY Its Meaning and Measurement

LORAND B. SZALAY

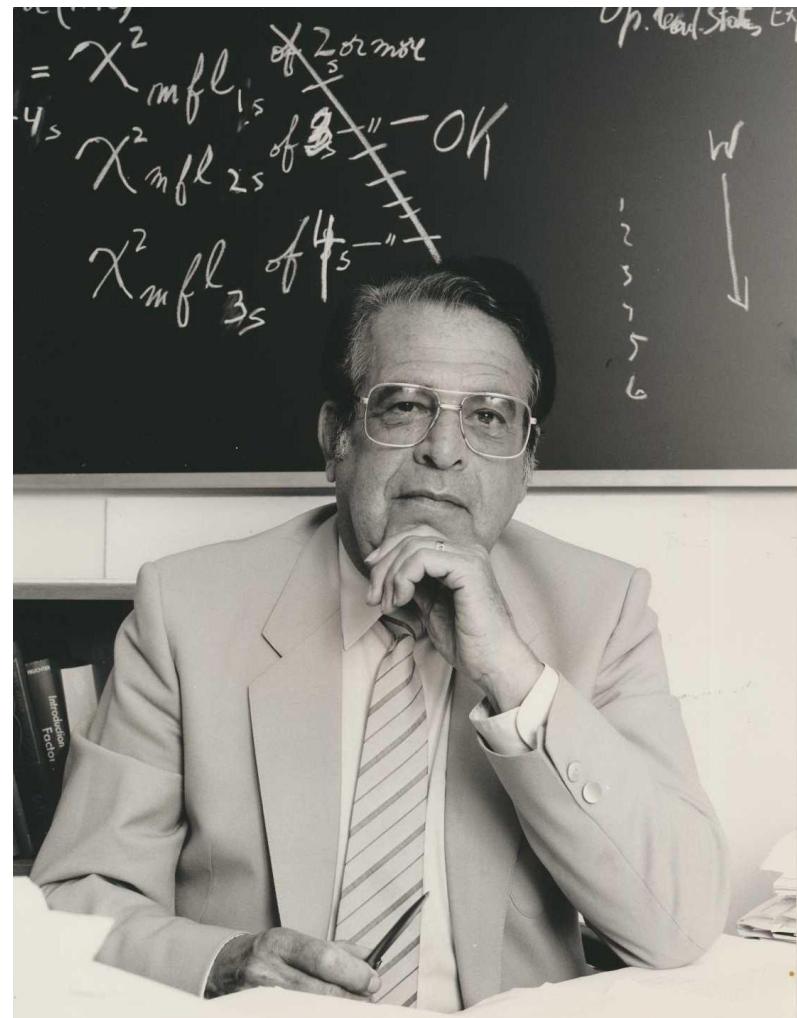
RITA M. KELLY

American Institutes for Research
(Kensington, Maryland)

WON T. MOON

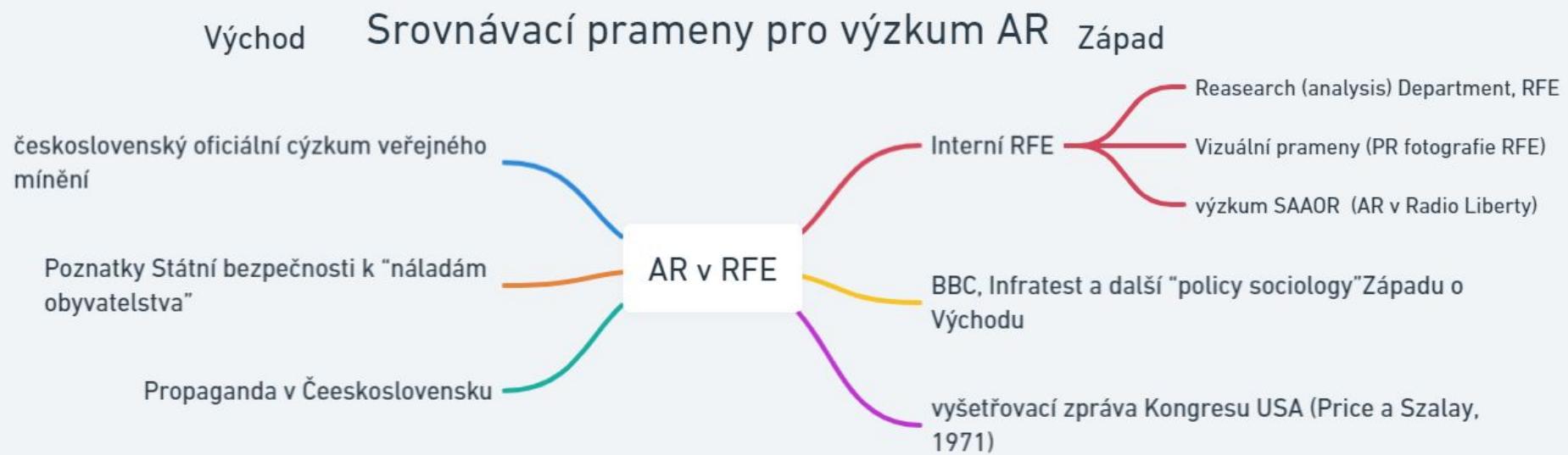
George Washington University

Vizuální (efektivnější) zdroje?



Jak postupovat?

Komparativní přístup



Jaké doklady kritického sociologického přístupu k metodám lze vysledovat?

- důraz na jednotné metody
 - robustní analýza a její recenzování
 - postupný přechod od uprchlíků a emigrantů k návštěvníkům Západu
 - polootevřené metodologické myšlení a výsledky (x uzavřený proces šetření domácích ÚVVM/KVVM)
 - pečlivější práce s bias od roku 1970
- X
- “there are no differences between travelers and non-travelers”
 - citlivost ke kulturním a politickým rozdílům mezi sledovanými zeměmi (Polsko ve vyjímečném stavu/ Československo od roku 1964 vs. Československo 1971- polovina 80. let 20. století)

Přehled hlavních primárních pramenů

OSA

HU OSA 300-1-8 Radio Free Europe / Radio Liberty Public Affairs Photographic Files

HU OSA 300-6 Media and Opinion Research Department (HU OSA 300-6-1 Administrative Files + HU OSA 300-6-2 East Europe Area and Opinion Research + HU OSA 300-6-3 Soviet Area Audience and Opinion Research)

HU OSA 300 - RFE/RL collection (especially Price, James Robert. Radio Free Europe - a Survey and Analysis : March 22, 1972. Washington, D. C.: The Library of Congress, Congressional Research Service)

Other archives

National Digital Library, Czech National Library (domestic media covering EEAOR 1956-1990)

Radio Free Europe/Radio Liberty (RFE/RL) corporate records, Hoover Institution Library & Archives

“Ústav pro výzkum veřejného mínění při Federálním statistickém úřadu [The Institute for the study of public opinion, Federal Statistical Office]”, Czech Social Science Data Archive

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Děkuji za pozornost

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