

PSYCHOLOGY

To Voters There Is Much in A Political Party Name

Certain Names are Approved or Disliked Regardless Of Whether Their Platforms Accord With Voters' Views

VOTERS who go to the polls next Tuesday may be casting their ballots for a party name that they like instead of for the policies that they approve.

House-to-house interviews with voters in an agricultural county in Pennsylvania revealed that there, at least, individuals may be violently opposed to a party and yet be in favor of its principal planks. Actually the voters interviewed were in favor of worker-ownership of industries, reduction of huge fortunes, government-ownership of railroads, government old-age insurance, and the other typical policies of the Socialist party. But they prefer the Republican party!

The results of this canvass of voters is just made public by Dr. George W. Hartmann of Teachers' College, Columbia University, who made the study, in a report to the current issue of the *Journal of Social Psychology* (August).

The voters interviewed indicated their preference for a group of 22 political party names, including, along with the principal parties in next week's election, several names that were fictitious or belonging to obsolete parties. The old-line parties, Republican and Democratic, led in preference as might be expected. But Farmer-Labor was also high in popularity although a party with this name has never had any candidates in the region where the canvass was made. Labor party and Workers' party were next in order of preference, and they were followed by Socialist. At the very bottom stood Technocratic and Communist.

Voted on Policies

In addition to indicating their liking for the party names, the citizens interviewed "voted" on 20 statements of governmental policy involving significant social and economic problems. These were so selected that definite approval of 10 specific items would indicate a thoroughgoing radicalism. Complete conservatism would be shown by corresponding agreement with the remaining 10 propositions.

A clear majority of this group of 168 representative citizens, who were mainly farmers, miners, laborers, small shop-

keepers, housewives, and clerks, voted radical or left. Yet these same voters placed the Republican party first in their preference and the Democratic party second.

Republican Socialism?

"The population of this study apparently would prefer to have the Republican party be the vehicle for introducing socialism to America," comments Dr. Hartmann. "Whether this behavior is as unrealistic as the belief that the Pope might be converted to Protestantism, as Luther appears to have hoped originally, can only be determined by future development."

Politicians are advised by Dr. Hartmann to make a psychological study in other localities of this preference or antipathy for certain party labels just as modern advertisers study what brand name will be pleasing to their potential

customers. The Socialist party, he pointed out, might gain votes by changing the name to Farmer-Labor or Labor.

A check-up on these results with other groups of voters in a mining community and two industrial suburbs of Philadelphia brought confirmation.

An incidental question put to the voters showed that they do not consider the brain truster a political outcast. More than 71 per cent put their okay on the college professor in political office. Of these, 20 per cent thought he would be "very satisfactory" and nearly 10 per cent agreed that he would be "better than a man in any other line of work."

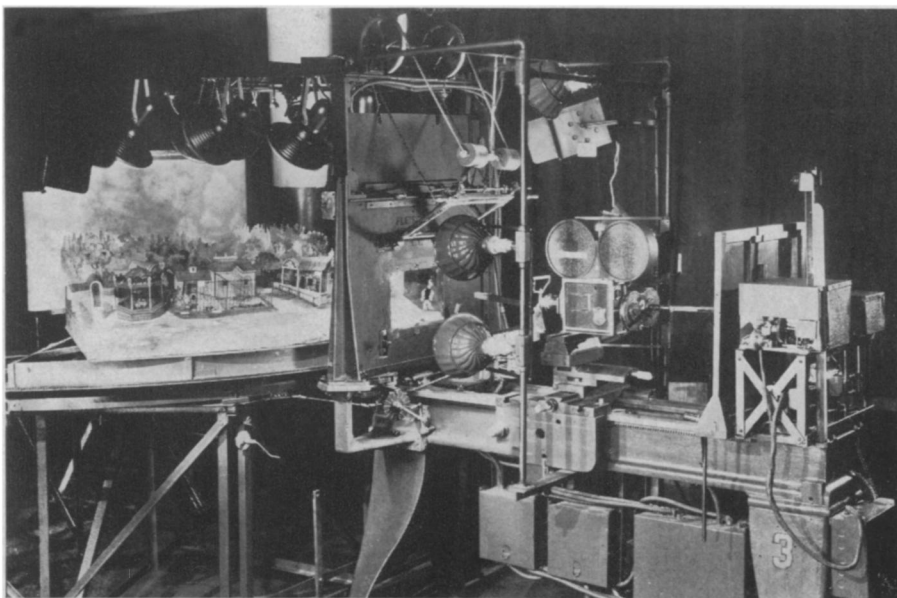
This finding was of personal interest to Professor Hartmann, as he has entered the race for political office as a part of his experiments in the psychology of politics.

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SEISMOLOGY

Venice Earthquake Not Really a "World-Shaker"

THE earthquake that shook up Venice, Italy, on Sunday, Oct. 18, was not of the "world-shaker" type; that is, it did not register its occurrence on distant seismographs. The sensitive instruments in the United States, Canada, and



DEPTH FOR CARTOONS

Cartoon characters go on the stage in the newest technique of movieland which brings improved perspective and a feeling of a third dimension to the viewing audience. This is the equipment at the Fleischer Studios in New York, with familiar Pop-eye the Sailor in the foreground being photographed against the miniature three-dimensional stage setting. As the cartoon figure moves about in the foreground, the background slowly rotates so that objects near at hand move faster than those far away as they seem to do in life.