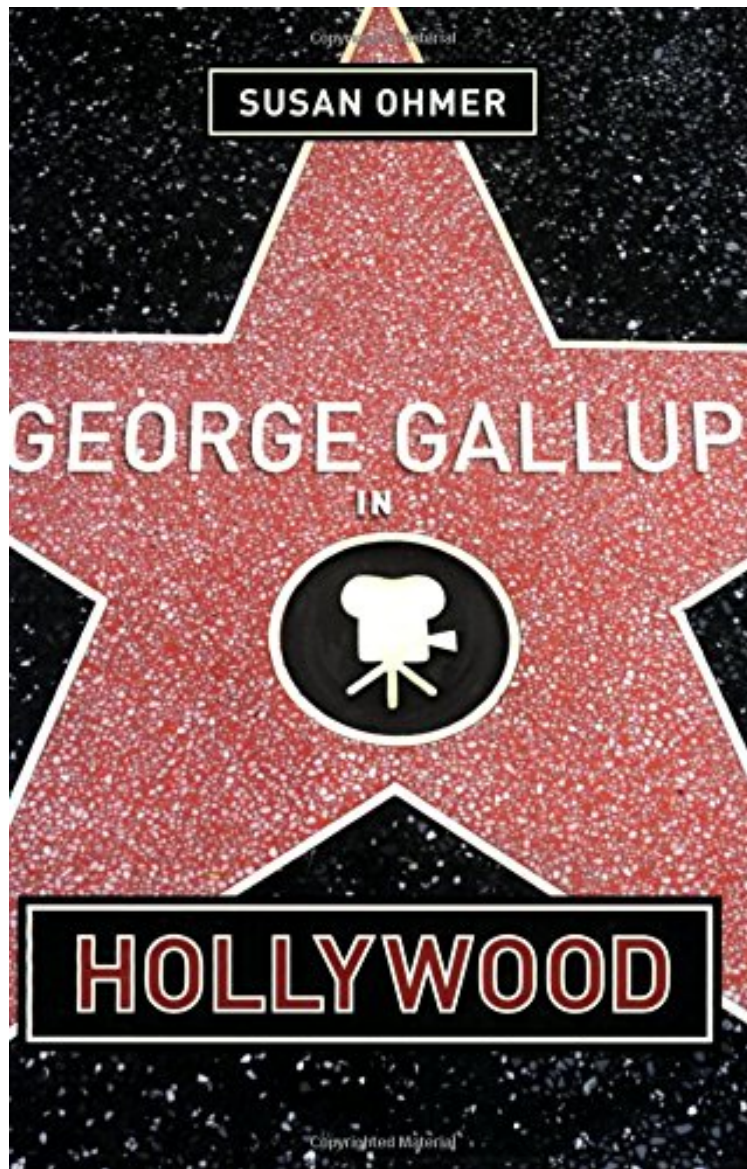


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George Gallup in Hollywood (Film and Culture Series)

Susan Ohmer

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Susan Ohmer : George Gallup in Hollywood (Film and Culture Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised George Gallup in Hollywood (Film and Culture Series):

George Gallup in Hollywood is a fascinating look at the film industry's use of opinion polling in the 1930s and '40s.

George Gallup's polling techniques first achieved fame when he accurately predicted that Franklin D. Roosevelt would be reelected president in 1936. Gallup had devised an extremely effective sampling method that took households from all income brackets into account, and Hollywood studio executives quickly pounced on the value of Gallup's research. Soon he was gauging reactions to stars and scripts for RKO Pictures, David O. Selznick, and Walt Disney and taking the public's temperature on Orson Welles and Desi Arnaz, couples such as Fred Astaire and Ginger Rogers, and films like *Gone with the Wind*, *Dumbo*, and *Fantasia*. Through interviews and extensive research, Susan Ohmer traces Gallup's groundbreaking intellectual and methodological developments, examining his comprehensive approach to market research from his early education in the advertising industry to his later work in Hollywood. The results of his opinion polls offer a fascinating glimpse at the class and gender differences of the time as well as popular sentiment toward social and political issues.

A well-detailed account of this obscure chapter in cinema history... Recommended. (Library Journal) A fascinating and exciting book. (Frank Louis Rusciano *Public Opinion Quarterly*) An extremely valuable portrait of the shifting field in which Hollywood operated in the 1940s and an excellent study of the ambivalent relationship between... moviemaking and marketing. (Sarah E. Igo *Business History*) Ohmer's book is a major achievement, and it will be a significant reference. (Anne Morey *Film Quarterly*) An innovative and fascinating study about the construction of discourse, power and control in the field of mass culture. (Nolwenn Mingant Cercles) *George Gallup in Hollywood* is extraordinarily well-written and well-argued. Besides being a great read with wonderful new evidence and analysis, the book begins to fill a large hole in the historical literature on quantification. This is an important, enlightening, and new story. (Susan Herbst, provost and professor of political science, The University at Albany/SUNY 9/1/2006) About the Author Susan Ohmer is the William T. and Helen Kuhn Carey Assistant Professor of Modern Communication in the Department of Film, Television, and Theater at the University of Notre Dame. She has published articles and essays in *Film History*, *The Journal of Film and Video*, and *Global Currents: Media and Technology*, among other publications.