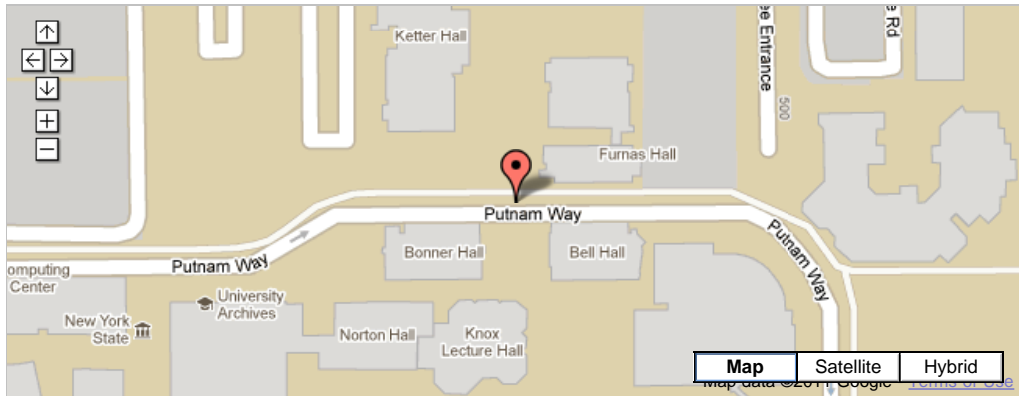


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Wednesday June 16, 2010

UBThisSummer Lecture Series



Wednesday June 16, 2010 4:00 PM

Event Details

What:

UBThisSummer Lecture Series

Where:

225 NSC

When:

06/16/10 4:00 PM through 06/16/10 5:00 PM

Address:

UB North Buffalo,NY

Is Social Science Science? Joseph Woelfel, UB Department of Communication Physical and social scientists have different definitions of measurement. Dr. Woelfel will try to show that using social science measurement techniques for physical problems fails badly, while applying physical measurement techniques to social topics works very well.

The Rand Corporation, after a through review of all the social science literature, claims that the Galileo system for measuring attitudes and beliefs using physical science measurement rules is "...the closest that any social science approach came to providing the basis for an end-to-end engineering solution for planning, conducting, and assessing the impact of communications on attitudes and behaviors."

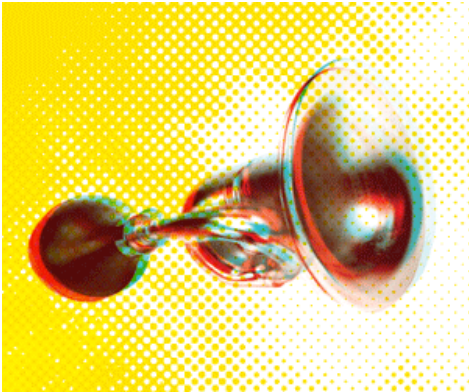
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BUFFALO RISING POLL

Traffic returning to 600 Block of Main

Good

Bad

Too late

(Display results)



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