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REFERENCE

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The following review will appear in the April 2010 issue of CHOICE. The review is for your internal use only until our publication date of 01 April 2010

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[Internet Resource]

Mass Observation. Adam Matthew Digital. ISBN Contact publisher for pricing (based on Carnegie Classification and JISC); includes nominal hosting fee, payable every 5 years.

URL: <http://www.amdigital.co.uk/>

[Visited Jan'10] Much of this mammoth archive, subtitled *British Social History, 1937-1972*, has been available for many years in paper and microfilm formats. Mass Observation, a British sociological and anthropological research project that was conducted between 1937 and the mid-1960s, is now based at the University of Sussex, along with its archive. The project was resurrected in 1981 and continues. The online archive covers only the earlier period, but that should provide more than enough fodder for researchers in literally dozens of fields. This project was launched because of the judged inaccuracy of ways to measure public opinion; following the 1936 abdication crisis, this issue was of major concern to many within the UK. With this database, users may access Digital Holdings or browse the entire collection, which includes microfilmed material and material available only at the Mass Observation Archive. To assist the user, the online version of the archive includes references to the microfilm index. The archive includes most of the original File Reports (over 3,300), Diaries (nearly 500), Day Surveys (around 900), hundreds of Directive Replies, nearly 100 Topical Collections, and all of the publications that researchers drew from these collections. <p>Public opinion on family planning, shopping patterns, pacifism, astrology, juvenile delinquency, the Korean Conflict, nursery schools, sex, advertising, dancing, smoking, anti-semitism--the list goes on and on--is collected in these files. The archive also connects to the Worktown Photos, a collection that provides researchers with many significant images to accompany the data. Like other Adam Matthew Digital databases, *Mass Observation* includes essays written by scholars, a chronology, interactive maps, a bibliography, external links, and an image slideshow. This is a wonderful site; everything seems to work the way it is supposed to work, and it does so easily and efficiently. **Summing Up:** Highly recommended. Upper-level undergraduates and above. -- *S. J. Stillwell Jr., University of Arizona*