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DESCRIPTION: Instituta for Demoskopie, especially informations about Elisabeth Noelle-Neumann and her husband Erich Peter Neumann (memo)

REMARKS:

*Mr. McBrat**Mr. Ragnoli**File
J.C.*

Mr. Sullivan

28 October 1949

Mr. Kurt Glaser

Institute for Demoskopie
Allensbach a. Bodensee

1. In response to your inquiry I have collected the following information regarding the institute for Demoskopie, some of which is perhaps already known to you but is included here for the record. The institute is operated by Frau Dr. Elisabeth Noeller-Neumann, and the Geschaeftsfuehrer is her husband Erich Peter Neumann. Neumann was a former communist and a member of the staff of the "Rote Fahne" until 1933. At that time he changed his first name, moved to Breslau and later became a war propaganda correspondent for the Wehrmacht.

2. Frau Neumann made in 1938 and 1939 a trip to the United States and later to Japan. During the war she published a number of articles in "Das Reich" particularly a series which attacked President and Mrs. Roosevelt in a personal manner. Monsieur Lahy, director of the French Institute for psychological research at Konstanz engaged Frau Neumann in June 1947. As her work was unsatisfactory in several respects -- prejudicial framing of questions, faulty selection of interviewers -- M. Lahy states that he terminated the connection in May 1948.

3. According to M. Lahy both Herr and Frau Neumann have close associations with the group of nazi journalists who operated the Ullstein-Deutscher Verlag during the Third Reich after its Jewish ownership had been disappropriated.

4. The institute was given some time ago the job of making listener surveys for the Nord-Westdeutschen Rundfunk. According to M. Lahy these surveys are continuing, however Mr. White, chief of the British Public Opinion Research Office (PORO), tells me that the N.W.D.R. informed him that the surveys were unsatisfactory and that they had discontinued them. The institute had also had some connections with Carlo Schmidt, leader of the SPD in Wuerttemberg-Hohenzollern. Its primary business seems to be making market surveys for commercial products such as Reemtsma cigarettes. It maintains a staff of 25 office employees.

5. After talking with M. Lahy, Mr. White and yourself, it is my recommendation that a complete investigation of the activities of the Institute for Demoskopie be made, for the purpose of determining:

- (1) whether their activities are of such a political nature that the High Commission would be justified in declaring a prohibition against them as provided in High Commission Law No. 3 and
- (2) whether they have committed any violation of High Commission or German Law for which they could be prosecuted.

I gather from you that Mr. Crespy of Opinion Surveys is willing to take the lead in this investigation, however I think this division should participate in deciding what action is to be taken as a result of it, since there is a question as to how far the High Commission can go under the Occupation Statute as well as the matter of combating nazi political tendencies which is one of the functions of this division.

6. The question occurs as to whether it would be desirable for us to prepare an amendment to law No. 3, specifically including public opinion or similar psychological surveys under the types of activity regulated by that law and requiring persons engaged in such activity to furnish to the High Commission copies of their questionnaires and instructions to interviewers. I do not believe that such questionnaires and instructions are covered by the law in its present language since such materials are not themselves made available to the public. It is however in my opinion necessary that we maintain a close observational control over public opinion and psychological surveys, since such activity may easily be misused to create buyers of an undemocratic character.

Tel.: 8728

Kurt Glaser

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