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| Mass Observation |
| **[Enter any *variant forms* of your headword – OPTIONAL]** |
| Mass Observation was a movement founded in 1937 dedicated to studying the habits of everyday life in Britain. The movement’s methodology quickly evolved from a Surrealist-inspired experiment into a more scientifically-orthodox project that was pursued on a wide-scale until 1949.  Mass Observation was founded in 1937 by filmmaker Humphrey Jennings, poet Charles Madge, and ethnologist and explorer Tom Harrisson. It was originally conceived as a project to capture the dominant image of the day by collecting reports and observing people’s behaviour. The group was influenced by filmic montage, André Breton’s writing on coincidence and the Surrealist image, and Bronislaw Malinowski’s theories of ‘participatory observation’ in anthropology. |
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| Further reading:  (Sheridan)  (Hubble) |