

Introduction to Social Research

Week 6: Documents and Archives

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Stéphane Heim

heim.stephane.6s@kyoto-u.ac.jp

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I. Collection of Second-Hand Data

Typology of Second-Hand Data

- **Variety of second-hand collection of data:** produced by another researcher, governments, firms, persons, newspapers, magazines, museum
- **Two main categories of primary and secondary sources:** testimony & social bookkeeping
- **Types of data:**
 1. Public documents & official records
 2. Private documents: letters, diaries, pictures,
 3. Mass media
 4. Physical, nonverbal materials: objects, pictures
 5. Social science data archives

Public Documents

- **Documents to ensure the functioning of an organization:**
 1. Rules of a bureaucracy
 2. courts records
 3. state laws
 4. proceedings of government bodies
 5. official statistics
 6. birth and death certificates, etc.
- **One example:** Emile Durkheim's study *Suicide*

Private Documents

- **Information produced by individuals and organizations not intended for public:**
 1. letters & diaries
 2. tax reports
 3. hospital patient records
 4. university transcripts, etc.
- **Example:** Thomas & Znaniecki's classic 1918 study *The Polish Peasant in Europe and America*

Mass Media

- **The production of knowledge of mass media:** the specific character of their descriptions and analysis
- **Example:** Erving Goffman (1979) and the advertisement pictures
- **Be cautious:** example of a picture from Gaza following the Paris terror attacks in mass media

Why Using Second-Hand Data?

- **Understanding the past & social change:** document records and archival evidence (example: tokotai)
- **Distinction among second-hand data:** nonreactive & reactive or purposeful data
- **Example:** educational homogamy – drug consumption
- **Possibility to study large social units:** complementary to field survey

II. Methodological Issues

The Nature of Data

- **Access to data:** what to look for? How finding, acquiring, and gaining permission to use it?
- **Adequacy of the data to the research question:** the scope of the research and the utility of the data
- **Analysis of the source and authenticity of the data:** how, when, where, and by whom the data were collected

Interpretation of Historical Data

- **Selecting and defining content categories:**
 1. identifying objective categories
 2. encoding the documents according to the categories
 3. reporting the frequency of the categories

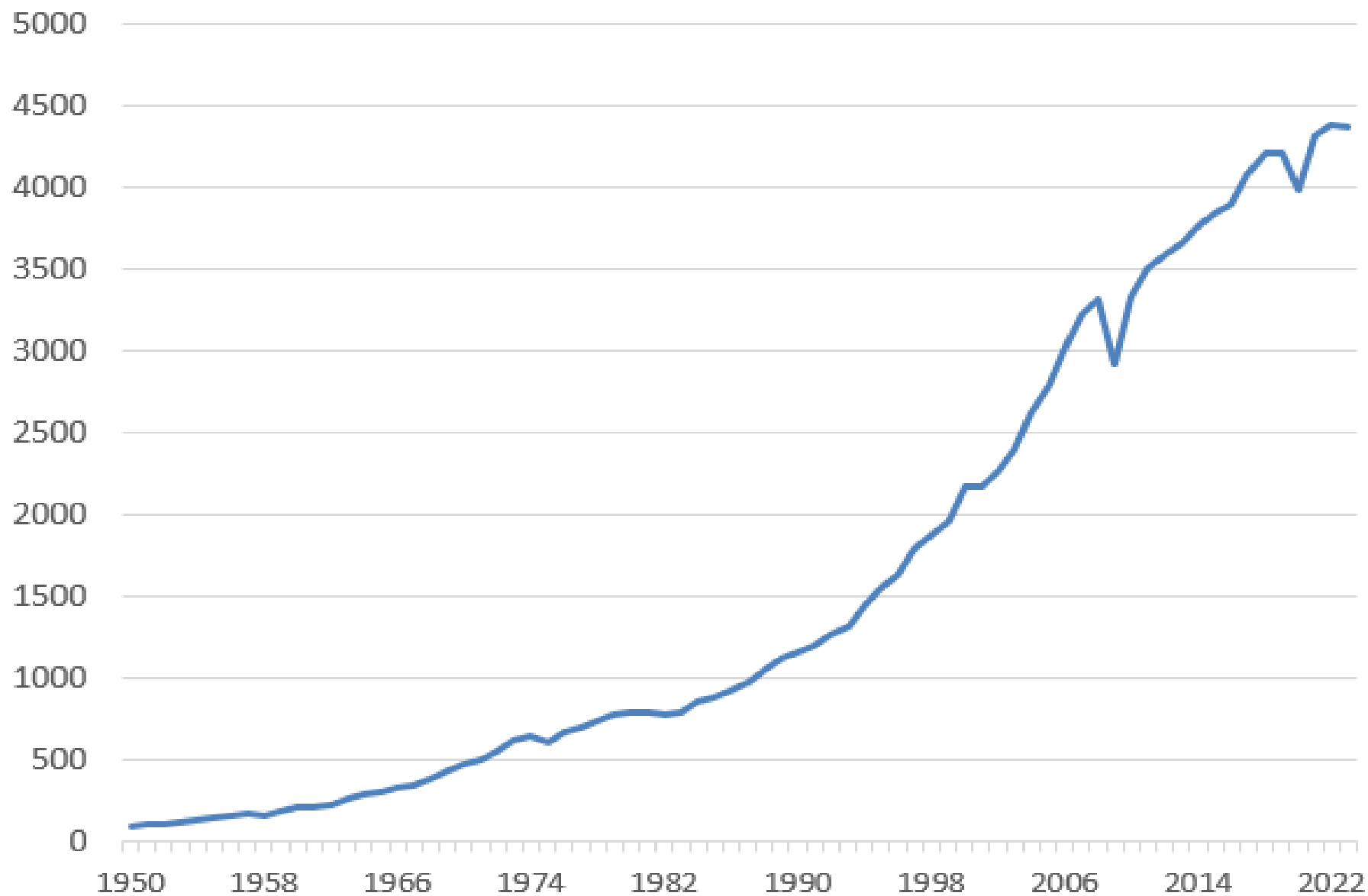
Interpretation of Historical Data

- **Variety of interpretation of historical events:**
different levels or different aspects of a case
- **Variety of approaches:**
 1. reconstruction of past events
 2. application of a general theory to a particular event
 3. tests of explanation of historical events
 4. development of causal explanations
 5. history to explain the present

III. An Illustration:
inquiring the conditions of
development of Japanese carmakers
in Europe in the 1980s

Evolution of world trade, 1950-2023

Volume index, 1950=100

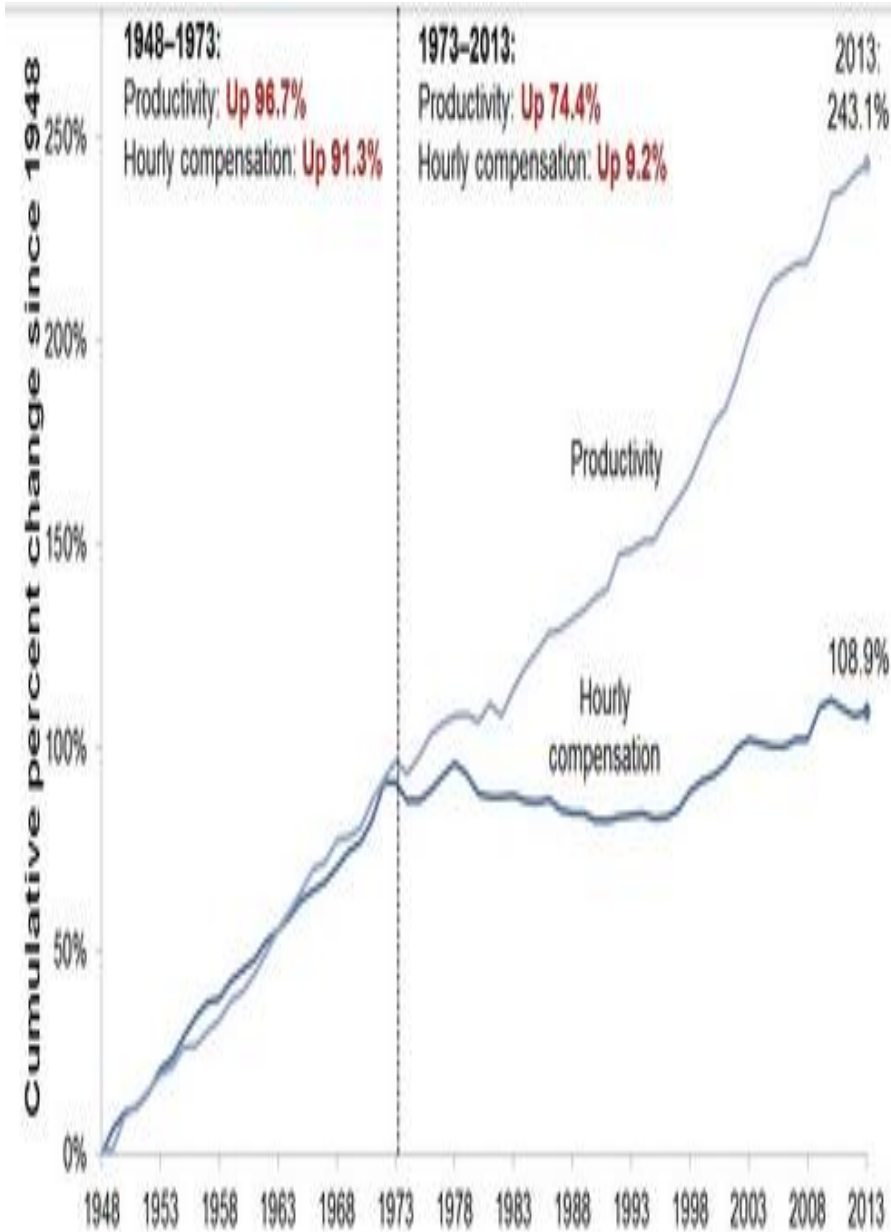


The World Economic Order, 1945-1970s

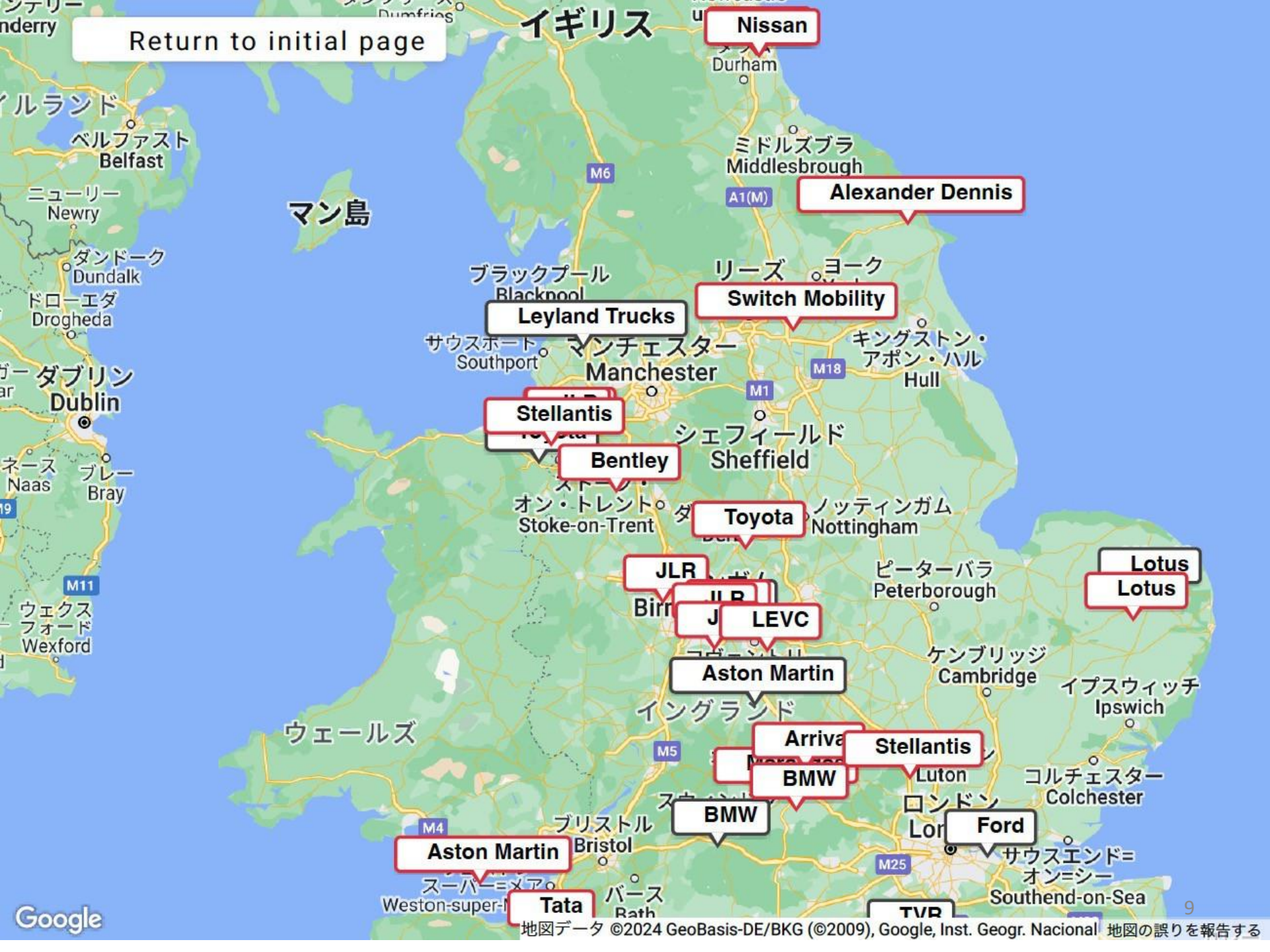


- **Bretton Woods Conference (ブレトンウッズ会議):** (Mount Washington Hotel, Bretton Woods, New Hampshire), July 1-22, 1944, 44 allied nations
- **Bretton Woods System (ブレトンウッズ体制):**
 1. national currencies indexed to the gold (金に連動されたドルに連動された国家の通貨制度)
 2. fixed exchange rates (固定為替レート)
 3. creation of IMF (国際通貨基金 (IMF) の創立等)
 4. elimination of all restrictions on the use of a currency
 5. system based on the US\$

Liberalization of markets as a political agenda: the 1980s



- Unprecedented expansion of **world trade (manufactured goods) & tariff liberalization**
- **Increase of income inequalities:** wealth vs. income & forms of income
- **Trade Union power in question:** increase on non-unionized workers
- **Outsourcing of production & production flexibility** (lean production)
- **Development of new forms of employment:** non-regular workers



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イギリス

Nissan

Durham

ミドルズブラ
Middlesbrough

Alexander Dennis

M6

A1(M)

ブラックプール
Blackpool

Leyland Trucks

リーズ
Leeds

Switch Mobility

サウスポート
Southport

マンチェスター
Manchester

M1

M18

キングストン・アボン・ハル
Hull

Stellantis

Bentley

シェフィールド
Sheffield

ストーク・オン・トレント
Stoke-on-Trent

Toyota

ノッティンガム
Nottingham

JLR

LEVC

Aston Martin

ピーターバラ
Peterborough

Lotus
Lotus

ケンブリッジ
Cambridge

イプスウィッチ
Ipswich

ウェールズ

イングランド

M5

Arriva

Stellantis

BMW

Luton

コルチェスター
Colchester

London

Ford

サウスエンド・オン・シー
Southend-on-Sea

M4

Aston Martin

ブリストル
Bristol

Tata

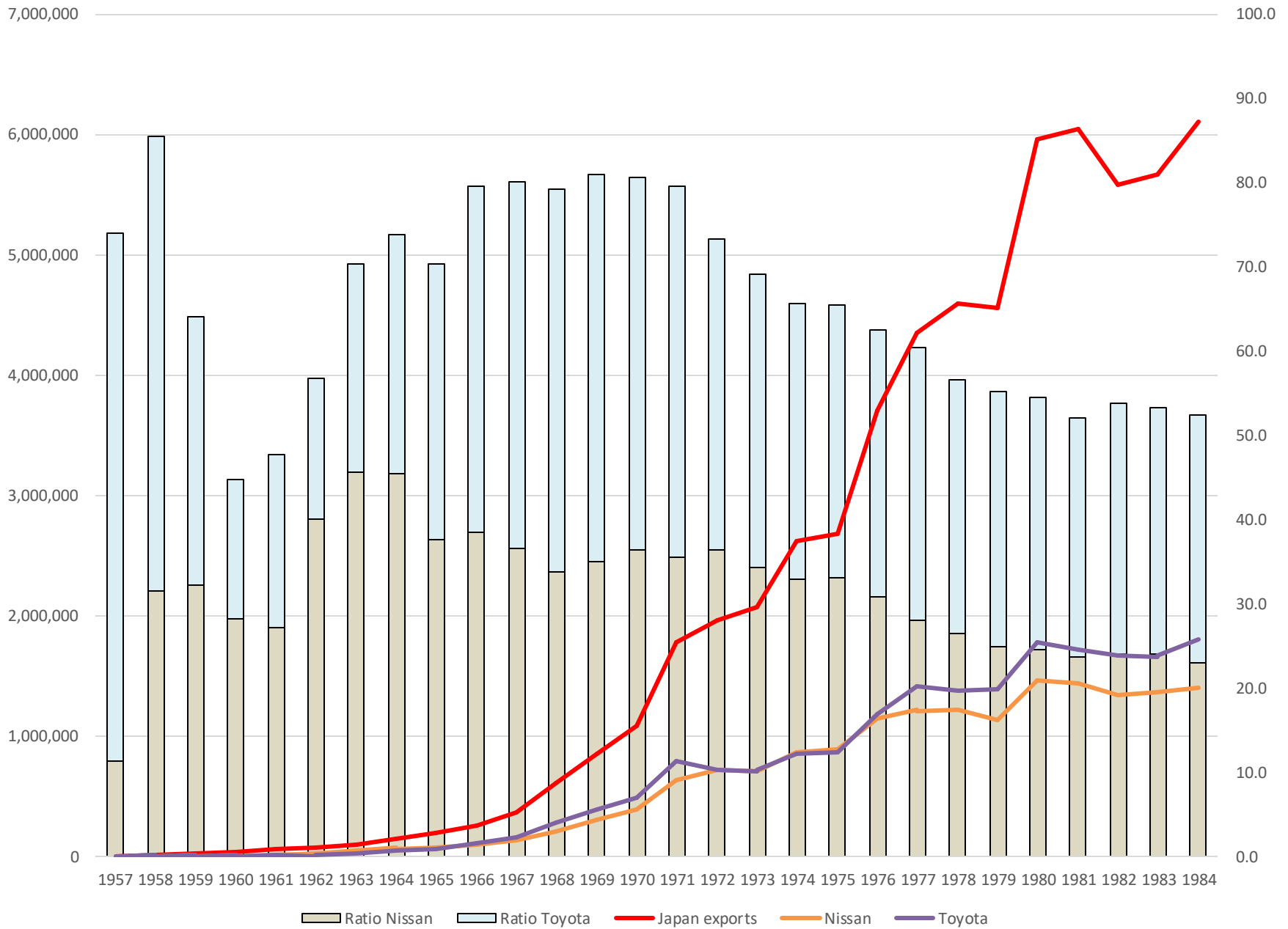
バース
Bath

TVR

9

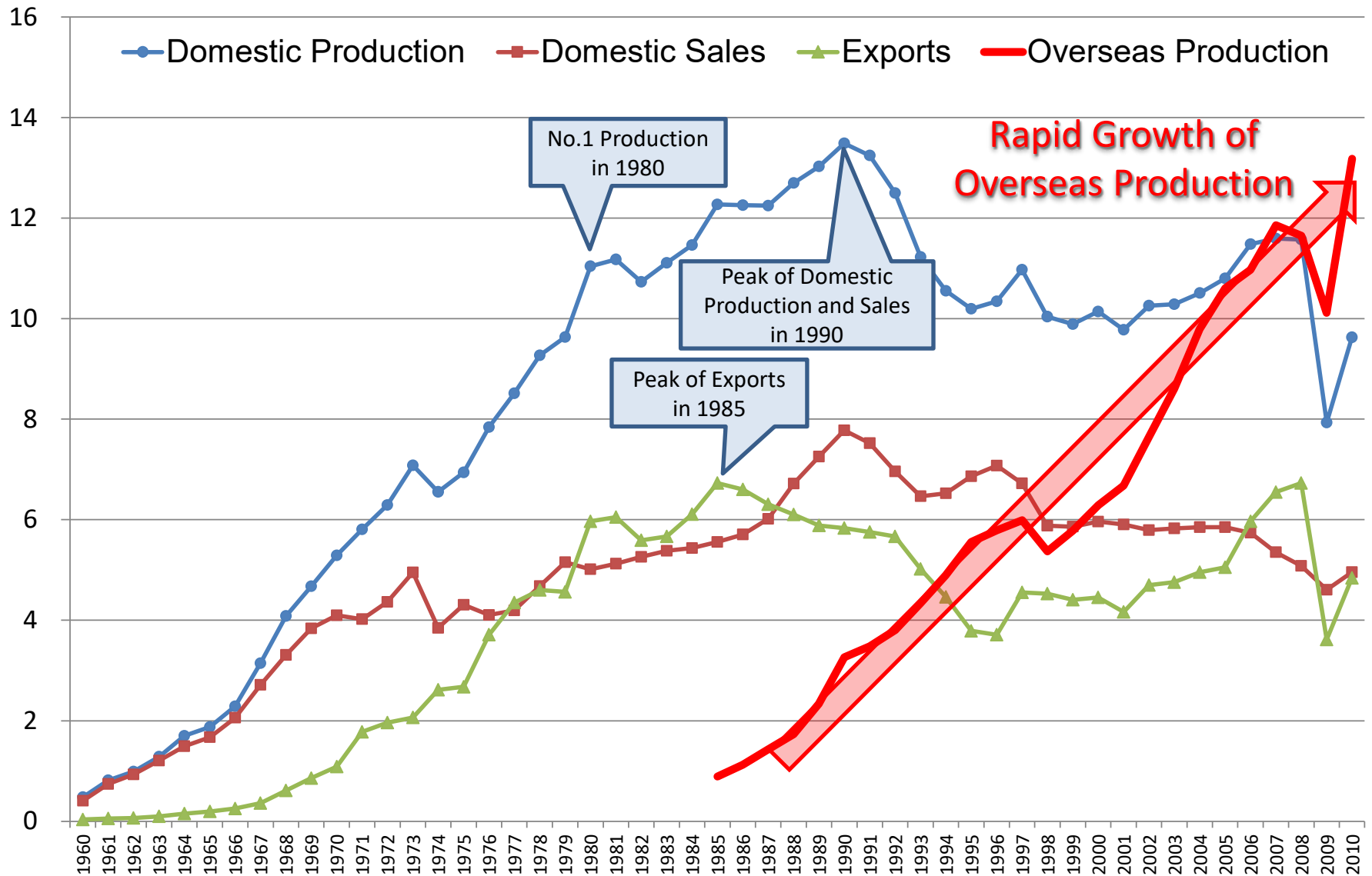
Google

Nissan & Toyota exports (1957-84)



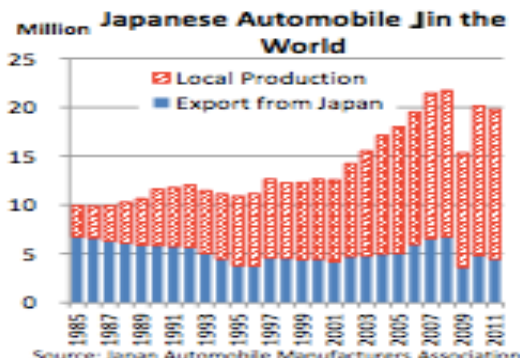
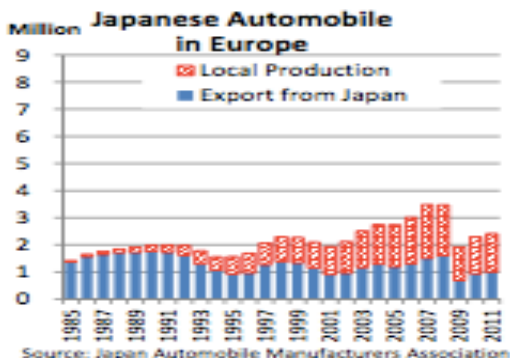
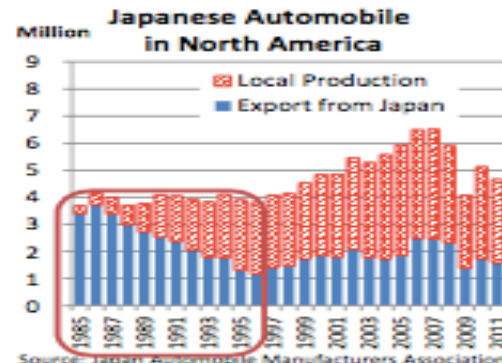
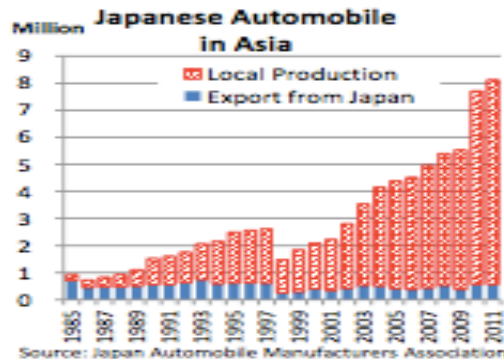
Development of Japanese Auto Industry

Million



Source: Japan Automobile Manufacturers Association

Local Production vs. Exports of Japanese Auto Manufacturers by region



Asia Market

- Rapid growth in 2000's.
- Big share in ASEAN
- Increasing market was driven by local production and localized model

US Market

- Exports was substituted by local production from 1985 to 1995.

1. Why did the Japanese carmakers develop local production in US and not in UE?

2. How is it possible to collect data about the industrial policies in EU in the 1980s?

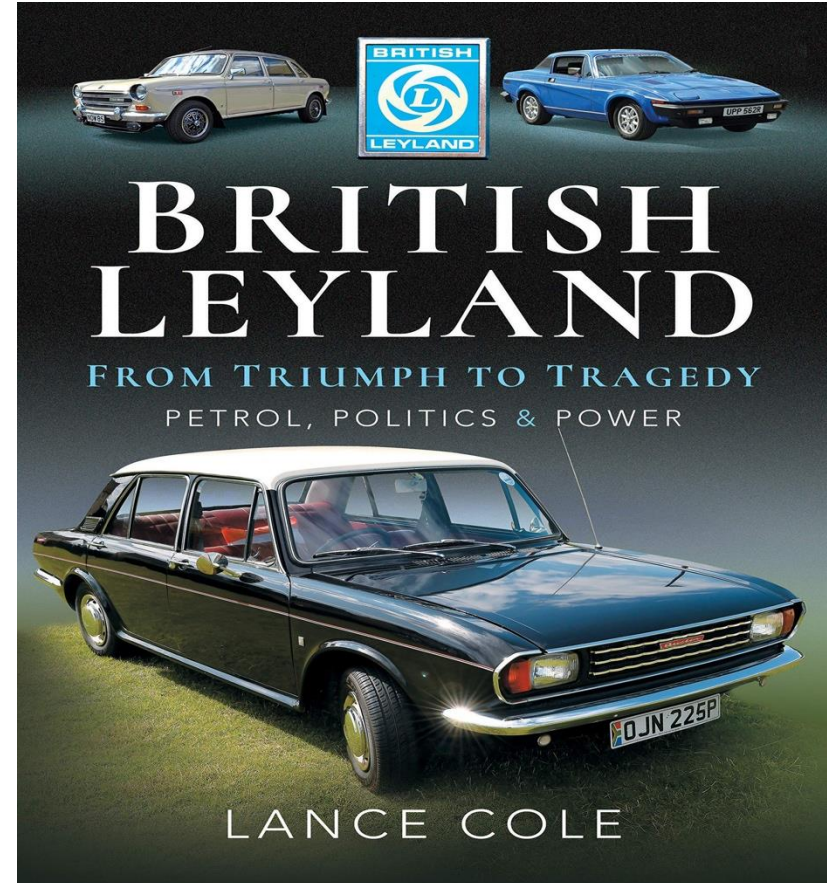
The Context:

the decline of European auto sales in the 1970s



Source: How Margaret Thatcher Brought Nissan into the UK?, 2019

<https://buy.motorious.com/articles/features/308942/margaret-thatcher-nissan-sunderland>



The Economic-Political Context

- **The economic context:**
 1. Decline of the British automotive industry & its national champion British Leyland
 2. European Economic Community Integration: 1973 in GB
 3. The two Oil Crisis & the transformation of the automotive market
- **The political context:**
 1. Strong European political and institutional resistances (Voluntary Restraint Agreements)
 2. Specific intertwined economic/industrial & political/institutional reasons
 3. Japanese developments encountered specific constraints

Preliminary Accounts

- **Two paradoxes:**

1. Why did Japanese carmakers develop in US and Europe while they maintained strong export levels?
2. What are the reasons of British Leyland's Bankruptcy in 1986?
3. "Why did the British government want to bring in and support Nissan at the very time it was pumping huge amounts of public money into British Leyland?" (Pardi, 2010, p.2)

- **Previous Theories:**

1. Poor industrial relations in UK (Durcan et al. 1986)
2. Incomplete implementation of American technologies
3. Managerial failures at BL (Church, 1996)
4. Lack of corporate control (Bowden et al., 2001)
5. Industrial policy
 - Harmful government policies (Dunnet, 1980)
 - Doctrinal industrial policy thesis
 - Elites Insularity thesis

The UK Paradox

“As I will argue in section II, although the conventional explanation attributes this to the free-market dogmatism of Margaret Thatcher’s cabinets, the rationale behind this policy – namely, substituting uncompetitive (nationalised and unionised) domestic enterprises with competitive foreign companies through foreign direct investment (FDI) – makes little sense.

Either the Tory government wanted to replace BL with Japanese FDI, in which case it did not make sense to carry such a heavy economic burden as BL, and the company should have been closed down as the Secretary of State for Industry, Keith Joseph, repeatedly urged the government to do between 1979 and 1981; or the Tory government was committed to restoring BL’s position as the last domestically-owned manufacturer of cars, in which case it did not make sense to jeopardise such a significant economic and political investment in the future of the company by increasing competition when BL mostly needed protection to recover.” (Pardi, 2016, 2)

A New Theoretical Perspective

- **Are these explanations viable?** They provide the background, but unsatisfactory to explain the second paradox
- **A new perspective of market architectures (Neil Fligstein):** social constructions shaped by the interests of the dominant actors in each market
- **Then, the question is:** who are the dominant actors in the British automotive industry at that time?

The Choice of the Level of Analysis

- What should be inquired?
 1. Microeconomic level: firm strategies
 2. Macroeconomic level: national mode of economic regulation
 - 3. Mesopolitical level: architecture of markets**

Collection of Data on the British-Nissan Negotiations

- **Problem:** the documents (reports) of these negotiations are often confidential
- **Recent opening of some archives of British Department of Industry (DoI):**
 1. Fund FV22 (**Department of Trade & Industry**), National Archives, Kew
 2. Fund BD93 (**Office for Wales and Industry Department**), National Archives, Kew
 3. Funds MSS.292D (**Trade Union Congress: vehicles industry**), Modern Records Centre, Warwick

The Reinterpretation of the Event

- Necessary reconstruction of the social conditions of the negotiations between Nissan, Honda and UK government (1972-1984)
- **A specific market architecture:**
 1. High degree of outsourcing without control
 2. Suppliers grew large, autonomous, and powerful
 3. The influence of the component industry: monopoly situation in the after-sale market
 4. Role of the lobby, Motor Vehicle Component Industry Liaison Group: raising local contents (60%-80%)

Utility of the Archives

- **What revealed the archives and what is the merit of the research?** Introducing a new actor in the problem, British first-tier suppliers (Lucas, GKN, Associated Engineering), who played a considerable role in the introduction of Nissan and maintenance of BL
- **Method:**
 1. “Entangled history”: describe the possible trends that open and close at each step of the negotiation
 2. Cross the short time of actors and the long time of history

IV. Conclusions

Conclusions

- A great variety of second-hand data...
- That implies different questions of authenticity and usefulness
- However, such approach can be extremely meaningful in shedding light on an neglected aspect of a phenomenon

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