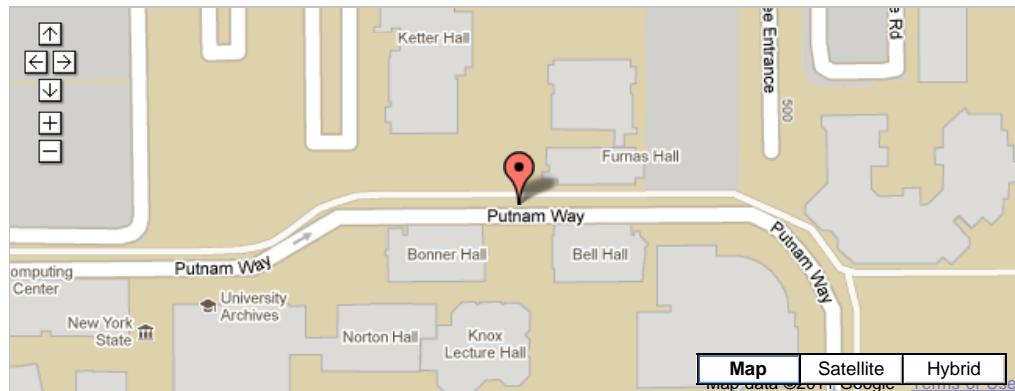


# BUFFALO RISING

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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

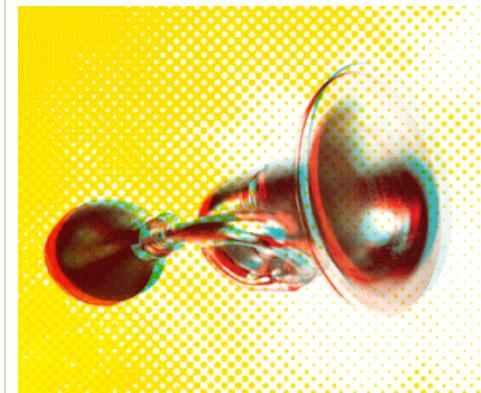
Is Social Science Science? Joseph Woelfel, UB Department of Communication  
Physical and social scientists have different definitions of measurement. Dr. Woelfel  
will try to show that using social science measurement techniques for physical  
problems fails badly, while applying physical measurement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

Wednesday June 16, 2010 4:00 PM

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