## Contents

Lis	t of illustrations	viii
List of chronology		ix x
1	"The Observation by Everyone of Everyone': The project of	
	Mass-Observation in 1937 Ben Highmore	7
2	Mass-Observation	29
3	Uncivilizing sociology: How Mass Observation can free the	
	discipline Rachel Hurdley	69
4	Voices from the archive Jennifer J. Purcell	99
Bibliography		136
Index		141