CONTENTS

THEORY AND METHODOLOGY

- 5 B.Z. DoktorovPost-Gallup survey technologies:On the 200 anniversary of public opinion polls in the USA
- 37 I.A. Shmerlina
 «Naturalistic approach» of J. Searl towards the problem of institutional reality
- 68 O.B. Bozhkov, I.N. Bogolubov On incompleteness of initial information in genealogies

QUALITY STANDARDS FOR SOCIOLOGICAL RESEARCH

78 Standard definitions: Final dispositions of case codes and outcome rates for surveys. The American Association for Public Opinion Research. 3rd ed. Lenexa, Kansas: AAPOR, 2004 / Transl. by D. Rogozin, E. Kiselev

SOCIOLOGISTS ABOUT SOCIOLOGY

120 Unity of sociology: consensus or communication? An interview with Professor James Scott / Translated by A. Rykun

ESSAYS

134 S.S. Rapoport «Provinciality syndrome» of artistic intelligentsia

ACADEMIC LIFE

157 V.N. Yarskaya-Smirnova «I can be named an agent of social education»

REVIEWS, SUMMARIES

- 174 I.S. Kon Social transformations in Russia: Theories, Practices, Comparative analysis. A textbook. / Ed. by V. Yadov. M.: Flinta, 2005.
- 177 K.M. Manuilskaya Savelieva O. Sociology of advertisement. M.: Prometey, 2004.
- 180 NEW BOOKS