My research examines the influence of Italian technocratic intellectuals. I argue that this small group of figures, who would be central to the entry of sociology into the Italian academic system, emerged in the 1950s. My project attempts to reconstruct their character on the basis of techniques they utilized; to trace the diffusion of those techniques; and to understand their influence or the degree to which they reshaped what it meant to be an intellectual in Italy. My point of departure for my archival research was the intellectual biography of Italian philosopher and critic Umberto Eco. Texts he published on television in the 1950s taught me that survey investigations were already in use in 1954 at the state broadcasting company where he had worked for around 5 years, following his undergraduate studies. I used the scholarship awarded by the Duke University Center for International and Global Studies to travel to the headquarters of Radiotelevisione Italiana. While there are a number of private companies which provide television services today in Italy, in 1954, Rai was the only service provider. I visited two Rai offices in Rome to find answers to my questions.

While there, I sought out the names of the Italian intellectuals who carried out these surveys at Rai, documents showing their background and their training, and documents revealing their activities. My exploration of the company’s annual reports between 1954 and 1962 as well as internal service orders revealing their internal organization supplied me with those names. I learned that Servizio opinioni staff included Paolo Resta, Pompeo Abruzzini, and Giorgio Colombo. Staff at Rai, who were eager to assist in my research process, also pointed me to other sources written in the 1970s that could be of use. Among them was Gastone Favero’s *Chi e dove nella comunicazione* [Who and What in Communications]. Favero’s text, which offered an institutional topography of mass communications in Italy, presented an alphabetized list of the major figures in this field. It organized them, too, according to the type of projects they pursued (psychological, sociological, etc).

The Rai’s library included small pamphlets published by Resta and Abruzzini, which became crucial to my ability to reconstruct character of these intellectuals. In 1957, Resta published a small pamphlet entitled “Interviews by Telephone in Investigations on Television Broadcasts” [Le interviste per telefono nelle indagini sulle trasmissioni televisive]. Similarly, in January 1963, Abruzzini published a pamphlet entitled “A Methodology for Measuring the Success of Television and Radio Broadcasts” [Una metodologia per misurare il successo delle trasmissioni radiotelevisive]. The aspect of these pamphlets that helped my research was their provenance. The front-matter of both pamphlets indicated they were extracts from the journal *Market Studies* [Studi di Mercato].

When I returned to Duke, I continued this path of inquiry, seeking to find out more about *Market Studies* and how the intellectual work of Resta and Abruzzini at Rai was related to the journal. I found the survey investigations they organized at Rai were part of the wider group of techniques known as market research. The journal *Market Studies* was the journal of the Italian Association for Market Research [Associazione Italiana per gli Studi di Mercato] located in Florence. I learned that Resta had made multiple contributions to the journal, eventually serving as the sole author of the 1960 issue “Le ricerche di mercato nel settore della radio e della
television”. I also learned that Livio Livi and Guglielmo Tagliacarne were leaders in the association and Tagliacarne was one of the figures who brought market research to Italy.

The works by Resta, Abruzzini, Tagliacarne, and Livi published by the association have given me ample evidence on which to historically reconstruct the character of Italian technocratic intellectuals. I now know Resta functioned as a link between early practitioners of market research in Italy and other intellectuals like Umberto Eco. This gives me a historical basis on which to show the influence of this group of intellectuals. I will focus on explicating this link in the third chapter of my dissertation. I plan to devote the first two chapter to discussion of the writings of Tagliacarne, Livi, and other early practitioners of survey investigations such as Pierpaolo Luzzatto Fegiz. I learned that he was a collaborator of Rai in his capacity as the director of the Doxa Institute, Italy’s first private market research agency that formed in 1946.

The results of this project and its conclusions have a number of applications. Some scholars of the Italian economic miracle (1958-1963) have argued that Italy’s intellectuals were either completely unaware or slow to consider the social and economic transformations that were taking place. Returning the immediate post-war period and that of reconstruction, I can show how one particular group of intellectuals served as authors of the miracle, influencing not only industrial manufacturing with their techniques but the very way intellectuals worked more broadly. They allow the academic community to return to the writings of Italian philosopher Gramsci whose powerful work on Italian intellectuals has influenced the fields of political science, sociology, history, and literature. My project allows us to test the very definition that Gramsci gave to intellectuals in the post-war period, following his death. I believe this work will enrich the field of Italian studies and broader studies of the post-fascist experience in Europe. For this, I am deeply grateful to Duke’s center for International and Global Studies.