There's Gold in Them Thar Hills

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Abstract
Originally published in Contemporary Psychology: APA Review of Books, 1973, Vol 18(10), 470–472. Reviews the book, Secondary Analysis of Sample Surveys: Principles, Procedures, and Potentialities by Herbert H. Hyman (1972). Herbert Hyman describes this hoard as characteristics of millions of respondents from thousands of surveys, conducted in many countries and time periods. In his opening paragraphs he challenges the social scientists who are thoughtful and skillful enough to grasp the opportunity. In a cheerful, wise, scholarly, conversational, complex, and completely unique treatise he shows the way. More than that, he entices, urges and cajoles us to confront a task that is immensely demanding and generously rewarding. From time to time he scolds us for not having put more of our energies into the work of secondary analysis. Anyone who enjoys exchanging ideas with an argumentative and committed scholar will be stimulated and refreshed from an encounter with Hyman’s enthusiasms and delight in the exercise of intellectual powers. The practice of survey research analysis will benefit from each encounter. (PsycINFO Database Record (c) 2006 APA, all rights reserved)

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