

Your Guide to the AMSR Archive

for Modern British History A-Level Students



The Archive of Market
& Social Research



amsr.org.uk



What is AMSR?

- ✓ AMSR is a collection of market and social research reports dating from the late 1960s to the 2000s, which will be of use to you in researching and writing your Modern British History Coursework and Dissertation.
- ✓ It is a mine of information on how Britain thought and felt in the post war years. It includes a great deal of quantitative data on opinion polls and public attitudes and also qualitative studies on a multitude of topics. Modern British History academics use it to understand gender and cultural trends.
- ✓ Its key benefits are that it is digitised, free to access, and easy to use.
- ✓ These are resources you will not find elsewhere.

Your Dissertation/Coursework

This document describes how you might think of using the archive to help you address various of the dissertation/coursework questions that you are considering.

Examples of the sorts of questions for which the Archive can be useful:

A

How far did Britain become a 'permissive society' in the 1960s?

B

How effectively did British governments deal with issues of race relations and immigration in the 1960s?



C

Assess the reasons why Britain's membership of the EEC/EU was such a controversial political issue during the period from 1979 to 1997.

D

'The industrial disputes of the 1980s were primarily the result of Thatcher's desire to destroy the power of the trade unions.' How far do you agree with this view?

E

Assess the reasons for Margaret Thatcher's downfall in 1990.



Accessing the Archive

1

You can find the Portal to the Archive here:

www.amsr.org.uk/

2

Click on 'Access the Archive' and it will take you to the actual archive.

Click [here](#) to read all about using the archive before you start.

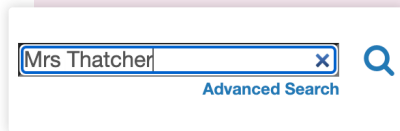


We strongly recommend that you follow the two short exercises on the following pages first – since it will get you into the Archive quickly and you will immediately see what sorts of documents we have. Then – when you have seen how useful it can be – you can go back and get into the detailed use functions.



Exercise 1

'Assess the reasons for Margaret Thatcher's downfall in 1990'

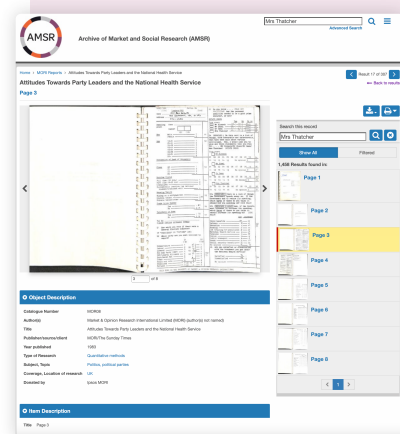


- 1 Type 'Mrs Thatcher' in the Search box (and click) - you will get a lot of listings – a bit overwhelming at first – but you are interested first of all in the date - 1990.



- 2 Look at the two MORI BPO (British Public Opinion) issues for 1990 - 12.02.1990 and 13.11.1990 (1) (2) – by clicking on each in turn - you will see a lot on Mrs Thatcher's downfall in 1990. You can download the documents to your own computer if you wish.

Scroll down through the list - you will see a MORI report from 1983 (3) 'Attitudes Towards Party Leaders and the National Health Service'. In that you will find detailed attitudes to Mrs Thatcher in earlier years (1978-1983). You can see that you have lots of data and commentary to start your research.



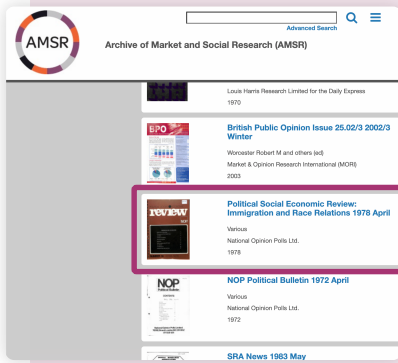
- 3 Note: When you click on a record in a list you will be taken to a new page displaying the record in detail. Your search term will appear highlighted in the text of the record. You can scroll through the pages of the record by clicking the left and right navigation arrows. If you would like to directly navigate to pages containing your search term, select the 'filtered' button in the panel on the right-hand side. You will now see a list of pages including your search terms and can click to jump straight to these.

If you aren't sure what a MORI or NOP report is, or any of the other sources in the archive, there is a handy guide on the home page of the archive (you might just need to scroll down a bit to see it beneath the text box).



Exercise 2

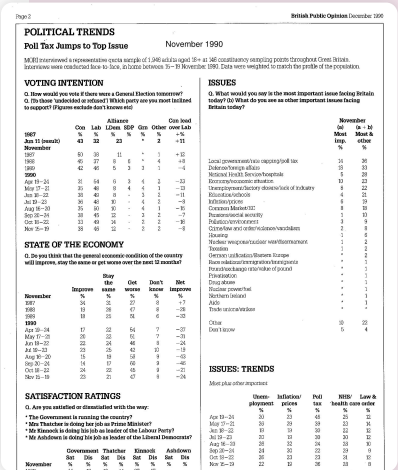
'How effectively did British governments deal with issues of race relations and immigration in the 1960s?'



1 Go into Advanced Search. Type 'Immigration and Race Relations' in the 'Please enter a search term' box and find 'exact phrase' in the box on the right. Scroll down and see an NOP Report on Immigration and Race Relations (4) which includes a survey of Asian and West Indian communities. And a Harris Poll on the Issues of the coming Election (5). Both very relevant.



2 The NOP Political Bulletin 1973 November/December contains an article on Enoch Powell and his effect on Race Relations.



3 There are 96 items mentioning Race Relations and Immigration. You will need to search under different terms to find them all.

For example: there is a MORI report: MORI BPO (1997) (8) – which includes data on voting by ethnicity (p2) and laws on racial discrimination (p18), and another: MORI BPO (Nov 2001) (7) – includes data on 'Views of British Asians post 9/11'.

See [Appendix 1](#) for the direct links to these reports.

Further work

- We have made these two exercises relatively simple. There are actually over 400 references to Mrs Thatcher in the Archive. You need to experiment to find interesting content for your work.

- If you want to look for information on permissiveness in the 1960s you may need to be more creative – you might not find much on attitudes to sexual relations – but you will find studies on how public attitudes to abortion, drugs, capital and corporal punishment etc. developed over the 1970s and 80s – these can be used to judge how much attitudes changed over time – as a result of trends and movements which started in the 1960s.
- For data on attitudes to the EU you will need to search for ‘Common Market’ which is how it was referred to between the 1960s and 1980s.

Next Steps

If you think that the Archive might be useful to you then please spend more time reading the [‘How to get the most out of the Archive’ Guide](#) and looking at the stories etc on the Home page.

Email us:

✉ Phyllis Macfarlane phyllis.macfarlane@amsr.org.uk

We are a relatively new archive and eager to develop usage – so please don’t hesitate to send your queries to us. We are your support Team at the Archive!

We really want to understand how you find the experience. We believe this to be a valuable resource and we want it to be used extensively.

Good Luck! We really hope that this note is useful and that you find helpful and interesting content.



Phyllis Macfarlane

AMSR Contents

Appendix 1

Direct links to reports mentioned in the exercises

Here are direct links to the reports mentioned in this document – each link will take you to the Archive:

1. [British Public Opinion Issue 12.02 1990 March - MORI British Public Opinion - The AMSR Online Archive \(oclc.org\)](#)
2. [British Public Opinion Issue 13.11 1990 December - MORI British Public Opinion - The AMSR Online Archive \(oclc.org\)](#)
3. [British Public Opinion Issue 07.02 1985 February - MORI British Public Opinion - The AMSR Online Archive \(oclc.org\)](#)
4. [Political Social Economic Review: Immigration and Race Relations 1978 April - NOP Reports - The AMSR Online Archive \(oclc.org\)](#)
5. [The Decisive Issues in the Coming General Election: A special Harris Poll Investigation, 11 - 15 February 1970 - Opinion Poll Reports - The AMSR Online Archive \(oclc.org\)](#)
6. [NOP Political Bulletin 1973 November/December - NOP Reports - The AMSR Online Archive \(oclc.org\)](#)
7. [British Public Opinion Issue 24.07/8 2001 November - MORI British Public Opinion - The AMSR Online Archive \(oclc.org\)](#)
8. [British Public Opinion Issue 20.03/4 1997 April/June - MORI British Public Opinion - The AMSR Online Archive \(oclc.org\)](#)

If you use one these links, try also finding the document in the way described in the exercises previously, so that you learn how to find this and other documents for yourself.

Appendix 2

Other topics of potential interest

- If you are interested in researching more widely - much of the qualitative data in the Archive will be useful for gender and cultural studies – so if you are addressing the sexual revolution of the 1960s and 1970s have a look at reports in the CRAM collection to understand how women were thought of and treated.

Try 'The Continental Quilt Story' for attitudes to housework and working women. Or search for British Airways and read 'Working Women – Their Financial, Business & Leisure Related Lifestyles' (1985). Or search for BOAC and read 'Eve and Adam - BOAC and Women's Travel Markets' (1973). You'll find them fascinating.

- These are resources you will not find elsewhere.



The Archive of Market
& Social Research

amsr.org.uk

