Referencing Mass Observation material

Abbreviation for all Mass Observation references

MOA : Mass Observation Archive
MO: Mass Observation
MOP: Mass Observation Project

Early MO material (1937-50s)

   Eg: FR 601 'The Bristol Blitz', April 1941, pp.5-7.

D : Diarist (followed by number).
   Eg: D 5234, diary for March 1943, p.3.

DR : Directive Respondent (followed by number).
   Eg: DR 2890, reply to May 1945 Directive.

DS : Day Survey Writer (followed by number).
   Eg: DS88, Day Survey for May 12th 1937.

TC : Topic Collection Number (followed by file number and letter, if accessed at The Keep, please cite the Reference number).
   Eg: MOA: TC Air Raids, 23/3/C or SxMOA1/2/23/3/C

Mass Observation Project material (1981 – ongoing)

If you are quoting from Directive replies, you need to specify which Directive each quotation comes from. You can use the date and the title of the Directive to do this.

Example:
Mass Observation Archive (University of Sussex): Replies to Spring 1991 directive

At the end of a quotation, add the number of the M-O correspondent you have quoted:

Example: [F3341].

You might like to "humanise" this by adding biographical details:

Example:
[F3341, male student aged 22 from Birmingham]
or [R4216, hairdresser, female in her thirties, from London]

You could also use a pseudonym but you must ensure that the number is also included.

Special Reports
You should cite the number of the MO correspondent (and other details as above if desired), the Special Report number, title, if there is one, and date.

Example: [V1324, Special Report 204, "Visit to hospital", May 1985].
Acknowledgment and publishing

Confidentiality

The Archive contains a large amount of personal and sensitive material that has been contributed by volunteers. It is essential that the privacy of these volunteers, past or present, is not infringed. No real names or any other identifiable information about volunteer Mass Observers may appear in public. No attempt may be made to contact volunteers directly or to use the materials to derive information relating specifically to an identified individual.

Reproduction in student essays, dissertation, thesis and academic articles

Material from the Mass Observation Archive may be reproduced in student essays and dissertations. Permission to reproduce material from the archive in PhD or other non-published research theses or academic articles needs to be obtained from the Curator of the Mass Observation Archive. Please send requests to library.specialcoll@sussex.ac.uk

Formal acknowledgement for any quotation or use of the MOA must be made to “the Trustees of the Mass Observation Archive, University of Sussex”.

Reproduction in all other cases

No part of the Archive may be reproduced, published, stored in a retrieval system or transmitted in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the Mass Observation Archive’s board of Trustees.

Charges for access and reproduction

The Trustees reserve the right to charge fees both for consultation of the Archive and for reproduction of Mass Observation material in books, newspapers and non-academic journals, radio and television programmes, exhibitions, microform and electronic publications. Reproduction fees are arranged on the Archive's behalf by

Gordon Wise, Curtis Brown Group Ltd,
Haymarket House, 28-29 Haymarket, London SW1Y 4SP
Tel 020 7393 4400 Fax 020 7393 4401 email: massobservation@curtisbrown.co.uk

Researchers should write to Mr Wise with details of their proposed publication. A copy of the letter should also be sent to the Archive: library.specialcoll@sussex.ac.uk

Acknowledgement

Where research at the Archive results in publication based partly or wholly on Mass Observation papers, and permission has been obtained for quotation, acknowledgement should be made to "the Trustees of the Mass Observation Archive, University of Sussex"

JS 25/2/2015