

Intellectual History of the Cold War

Seventh international conference in the series “Between ‘Total War’ and ‘Small Wars’:
Studies in the Societal History of the Cold War”

Convenors: Bernd Greiner, Tim B. Müller, Dierk Walter, Claudia Weber
Hamburg Institute for Social Research, Hamburg, Germany
1–3 September 2010

Tuesday, 31 August 2010

7 p.m. Reception at the Institute

Wednesday, 1 September 2010

9:30 a.m. Opening Remarks

10:00 a.m. **Panel 1**

The Mobilization of Knowledge I: The Political-Academic Complex

Chair: Tim B. Müller

Rebecca S. Lowen (Metropolitan State University, St. Paul, MN): Mobilizing
Science: The American Political-Academic Nexus

Alexei Kojevnikov (University of British Columbia, Vancouver, BC): The
Cold-War Mobilization of Science in the Soviet Union

11:00 a.m. Coffee Break

11:30 a.m. **John Krige** (Georgia Institute of Technology, Atlanta, GA): Co-producing
Knowledge for Leadership: Towards a Transnational History of American
Science and Technology in the Cold War

Perrin Selcer (University of Pennsylvania, Philadelphia, PA): Soft Science in
Hard Times: Unesco, World Citizenship, and the Cold War

12:30 p.m. **Panel 2**

**The Mobilization of Knowledge II: Think Tanks, Government
Institutions, Enemy Experts**

Chair: Bernd Greiner

Ron Robin (New York University, New York, NY): Economics and History
in the Thermonuclear Age: Albert Wohlstetter’s RAND Years

Philip Rocco (University of California, Berkeley, CA): The Organizational
Roots of Analytical Innovation: Forging Cold War Policy Science at the
RAND Corporation

1:30 p.m. Lunch Break

3 p.m. **David C. Engerman** (Brandeis University, Waltham, MA): Knowing Allies
and Enemies: The World War II Origins of Area Studies in American
Universities

Vladislav Zubok (Temple University, Philadelphia, PA): Soviet Experts on
the West in the Cold War

- 4 p.m. Coffee Break
- 4:30 p.m. **Panel 3**
Fundamental Concepts of the Political in the Cold War
Chair: Claudia Weber
- Hunter Heyck** (University of Oklahoma, Norman, OK): Modernity and Social Change in American Social Science
Paul H. Erickson (Wesleyan University, Middletown, CT): Game Theory, Conflict Resolution, and the Politics of Rationality in Cold War America
Michael A. Bernstein (Tulane University, New Orleans, LA): Transforming American Economics in the Cold War Era (paper only)
Mario Keßler (Zentrum für Zeithistorische Forschung Potsdam): Futurology in Germany during the Cold War: Ossip K. Flechtheim and His Eastern Critics
- afterwards Dinner at the Institute
- Thursday, 2 September 2010**
- 10 a.m. **Claus Pias** (University of Vienna, Austria): Thinking the Cold War: Consultants to a Virtual World
- 10:30 a.m. **Panel 4**
Political Applications I: Planning and Control of Societies in the Cold War
Chair: Tim B. Müller
- Slava Gerovitch** (Massachusetts Institute of Technology, Cambridge, MA): Cyberocracy or Cybureaucracy? Cybernetics and the End of Utopia in the Soviet Union
Peter C. Caldwell (Rice University, Houston, TX): Socialist Economics and Expert Knowledge, or Planning and Governing an Academic Discipline
- 11:30 a.m. Coffee Break
- 12 noon **Andreas Wirsching** (University of Augsburg, Germany): Educational Discourses and Technologies of the Social in the Cold War
Michael D. Gordin (Princeton University, Princeton, NJ): True GRIT: Rationality, Nuclear Disarmament, and Semantics
- 1 p.m. Lunch Break
- 2:30 p.m. **Rüdiger Graf** (University of Bochum, Germany): The Politics of Petroknowledge in the Cold War: Oil and Energy Expertise between Politics and Political Science
Kenneth Osgood (Florida Atlantic University, Boca Raton, FL): “We Are Not Very Good at Propaganda”: The American Way of (Psychological) War
- 3:30 p.m. Coffee Break

- 4 p.m. **Panel 5**
Political Applications II: Intellectual Transfer and Exchange – The East, the West, and the Postcolonial World in the Cold War
Chair: Dierk Walter
- Sönke Kunkel** (Jacobs University, Bremen, Germany): Rise of the Experts: American Knowledge, Postcolonial Modernity, and Nation-Building in Nigeria
Constantin Katsakioris (University of Athens, Greece): East-South Transfers: The Soviet Model of Modernization and the Education of African and Arab Elites
Moritz Feichtinger (University of Berne, Switzerland): Modernization through Counterinsurgency: Forced Relocation and Social Engineering in Late Colonial Warfare
- Friday, 3 September 2010**
- 9:30 a.m. **Panel 6**
Dissidences: Alternatives to Polarized Thought
Chair: Jost Dülffer
- Holger Nehring** (University of Sheffield, UK): “Peace through Peace Research?” -Scientific Expertise and Peace Movements in West Germany in Comparative Perspective, 1970–1980s
Stephen V. Bittner (Sonoma State University, Rohnert Park, CA): Soviet Dissidence, the Intelligentsia, and the Cold War
- 10:30 a.m. Coffee Break
- 11 a.m. **Fred Turner** (Stanford University, Palo Alto, CA): A Countercultural Aesthetic for Cold War Social Engineering: Revisiting the Pepsi Pavilion
Doug Rossinow (Metropolitan State University, St. Paul, MN): Against Stability: Rightist Internationalism and Conservative Dissent from U.S. Cold War Strategy
- 12 noon Coffee Break
- 12:30 p.m. **Claus von Rosen** (Führungsakademie der Bundeswehr, Hamburg, Germany): Wolf Graf Baudissin, Dissident Strategist
Heinz Bude (Hamburg Institute for Social Research): The Pope as Cold War Dissident
- 1:30 p.m. Lunch at the Institute
- 2:30 p.m. **Concluding Remarks**
Michael Geyer (University of Chicago, Chicago, IL): Intellectual History as a Key to Cold War Studies
- 3:30 p.m. Conclusion