Chapter 13 The Rise of Applied Psychology

Conflict Between Scientific and Professional (Business) Values

Scientist's activities

- Do research, publish articles 7 books, review journal articles (for no pay)
- Attend academic conferences (no free lunches)
- Develop experimental tests not commercialized
- Lobby gov' ts for research money
- Teach, give interviews, colloquia & seminars, examine theses (for no pay)
- Advise students, write letters of reference for students
- Give away their knowledge

Scientific and Professional (Business) Values - 2

Activities of Professional Psychologist

- See private clients (who pay)
- Develop diagnostic tests & copyright them. Charge fees for response sheets, administration manuals, etc.
- Attend professional meetings: continuing education credits,
 - lunches, cocktail hours etc. sponsored by commercial businesses, publishers

Scientific and Professional (Business) Values - 2

Activities of Professional Psychologist

- Lobby gov' ts for regulation of profession (educational standards, provincial or national examinations)
- Lobby insurance companies for coverage
- Give professional seminars, public lectures (for a fee)
- Might supervise a student intern (gets free labor)
- Charge for providing their knowledge

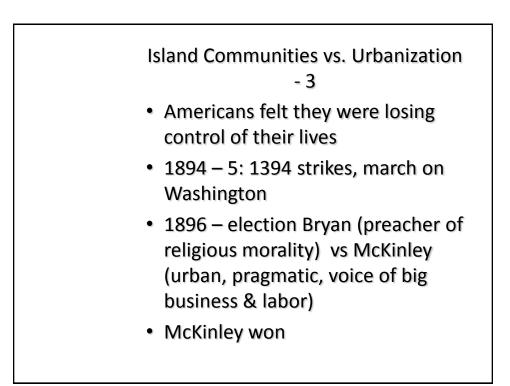
Scientific and Professional (Business) Values - 3

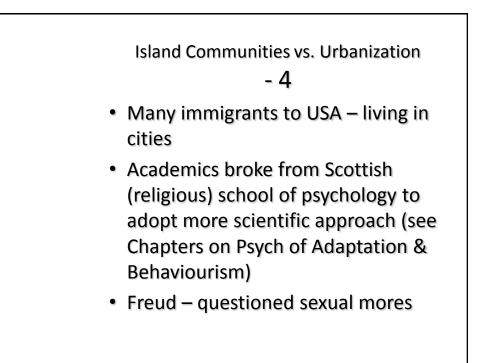
- 1892 American Psychological Association founded to "advance psychology as a science"
- 1945 APA reorganized Mission: "to advance psychology as a science, and profession, and as a means of promoting human welfare".

Island Communities vs. Urbanization after 1890

- Before 1890 small isolated agricultural communities
- Development of telephones, railroads→transported people & goods
- People moved to cities & worked in factories, dept. stores
- Large changes → big differences between lives of parents & children



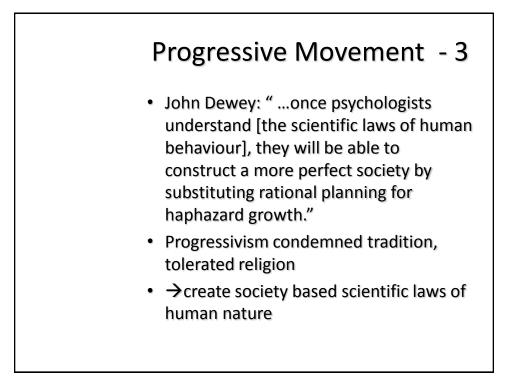






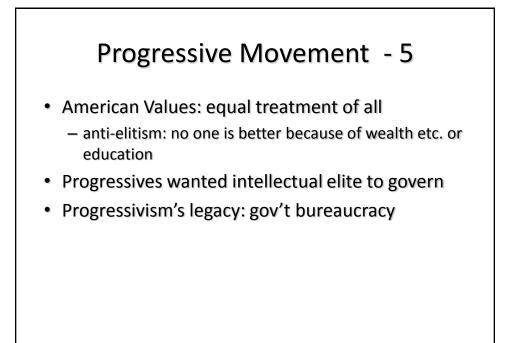
Progressive Movement - 2

- John Dewey progressive educational reform
- Immigrants needed to be Americanized; farm workers needed to learn new skills
- Education became mandatory; schools became new communities for children
- Schools must teach pragmatic values of community solidarity
 - Schooling mandatory



Progressive Movement - 4

- Called for government by scientifically trained managerial elite → growth of gov't bureaucracy
- Progressives obsessed with social control of the "immigrant masses"
- Valued personal growth
- America's values: distrust of "aristocrats" (moneyed, hereditary, elected





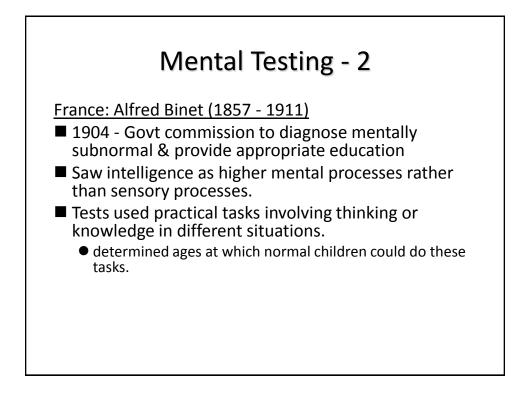
Origins of Applied Psychology: Mental Testing

• Developed in interests of public education England: Sir Francis Galton (1822 - 1911)

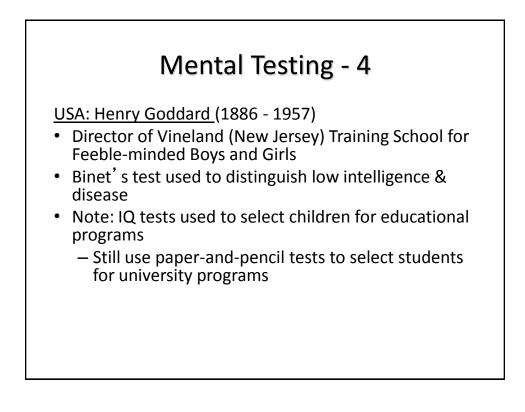
- Inheritance of mental traits showed that some families pass certain traits along (e.g. athletic ability, criminal tendencies)
- Galton's student, Karl Pearson, developed the correlation coefficient
 - academic grades correlated ightarrow intelligence as a single trait

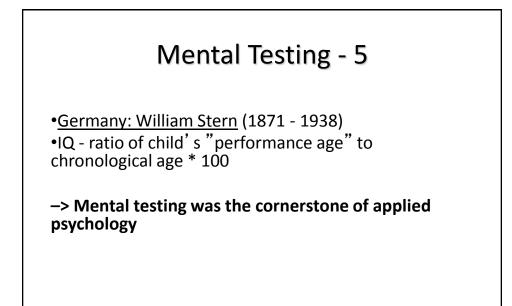
Origins of Applied Psychology: Mental Testing

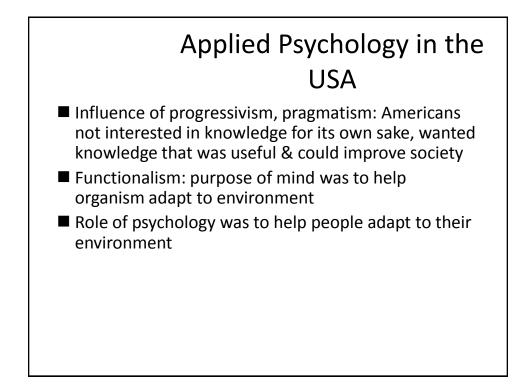
- Galton wanted objective "scientific" measures of intelligence: sensory acuity, head size
- Anthropometric laboratory ordinary people paid to be tested –> beginning of professional model of psychology

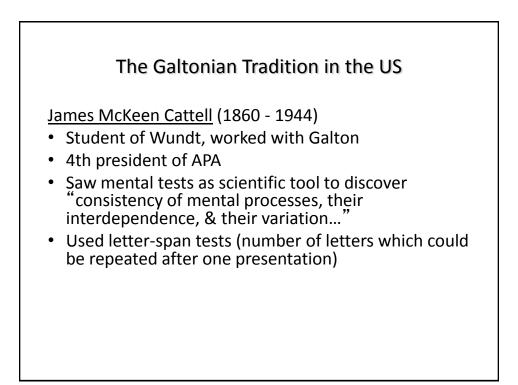


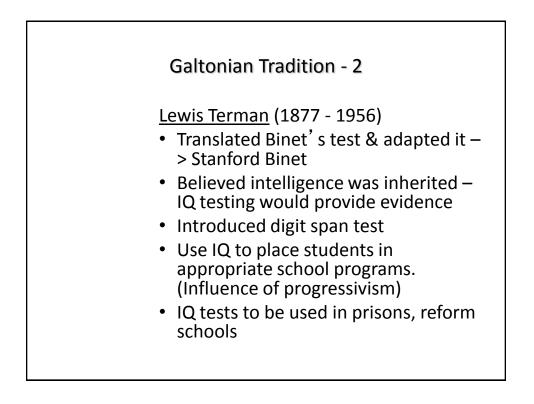
Mental Testing - 3 No theory of intelligence Mentioned "diverse intelligences & also discussed "general" intelligence Wanted to separate "natural intelligence" from effects of instruction -> still controversial issue

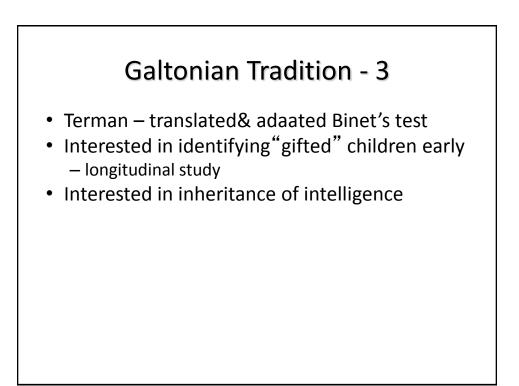


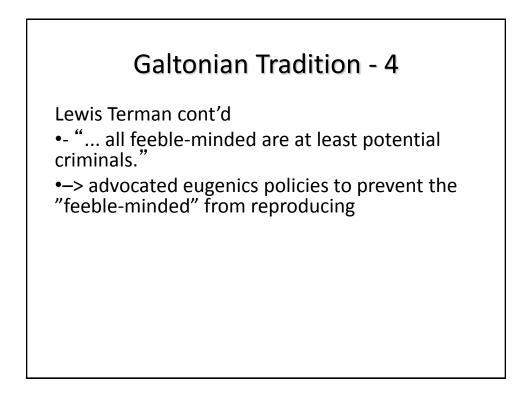








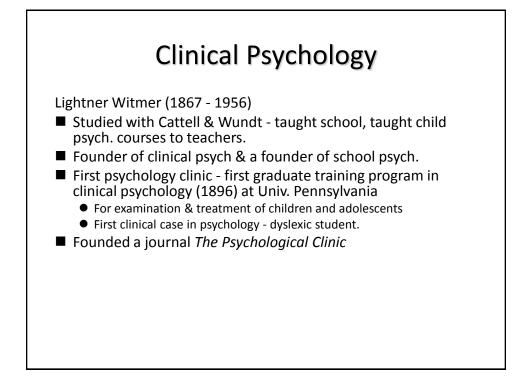




<u>Hugo Munsterberg</u> (1863 – 1916)

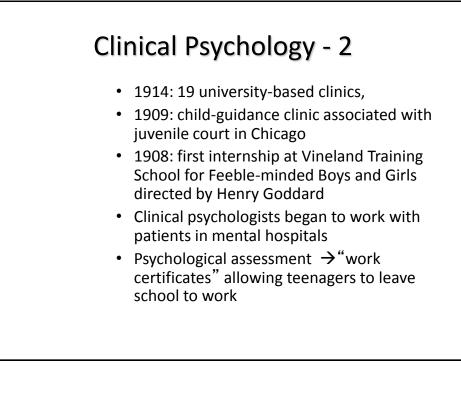
- Student of Wundt, succeeded James as Chair of Psychology at Harvard
- Motor theory of consciousness feeling of will occurs because we are aware of our behaviour & incipient tendency to behave.
- On the Witness Stand: Essays on Psychology and Crime (1908) - advocated the use of psychology in legal situations.
- Psychology and Industrial Efficiency (1913) -> anticipated Industrial & Organizational psychology

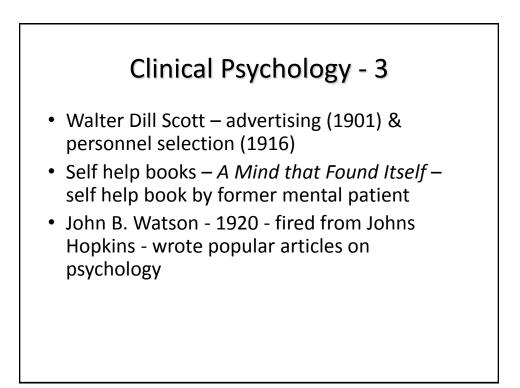
- Finding best "man" for the job

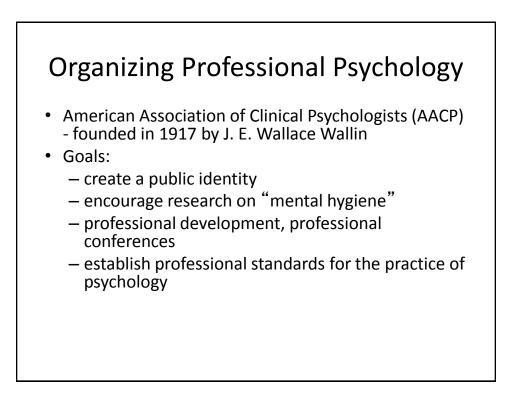




- Clinical psychology defined by a method mental testing.
 - applicable to children who deviate from the norm in any way ("morally retarded", intellectually backward, dyslexic, but also the gifted & exceptionally bright)
- Mental testing make the child's education more appropriate to child's needs and abilities.



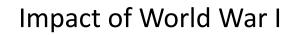




Organizing Professional Psychology

- 2

- –> APA created Clinical section;
 - planned to issue certificates to consulting psychologists & have qualifying examination.
 AACP dissolved, but ...
 - Resisting development of standards for clinical training and practice
- Tension between academic and practicing psychologists throughout 20th C.



• Bolshevik revolution in Russia (1917)

-> tension between Europe & US on one hand, and USSR on the other until 1990s.

- German Prussian empire destroyed, ultimately Hitler and Nazis gained power in Germany –> WWII
- Gov't bureaucracies achieved little, WWI decimated male population in Europe & left people depressed & pessimistic
- USA did not join League of Nations (precursor to United Nations)

Impact of World War I

- Optimism of 19th C ended loss of faith in authority (military and political leaders)
- Social control not achieved through reason.
- Americans had faith in social science and turned to psychology for answers

Psychology and the Great War (1914 - 1918)

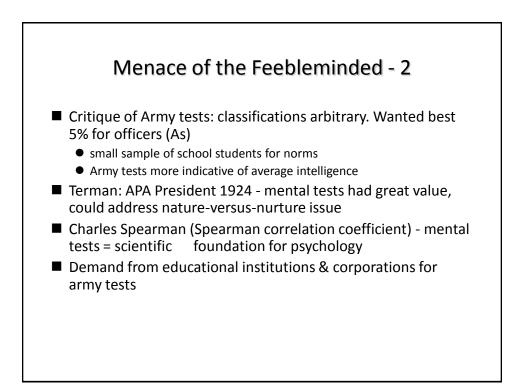
- Robert Yerkes comparative psychologist -President of APA when USA entered war (April 1917)
- APA formed 12 Committees concerned with different aspects of the war.
- Walter Dill Scott Committee on Classification of Personnel of the War Department
- Yerkes committee on psychological examination of recruits - goal: to keep the "mentally unfit out of US Army

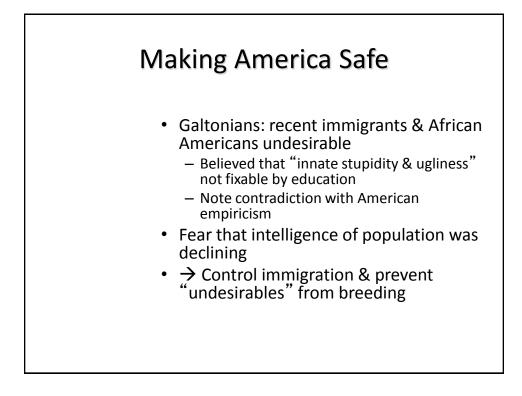
Psychology and the Great War - 2

- Scott & Yerkes did not get along
- Scott's Committee developed rating scale for selecting officers for the military, developed proficiency tests for 83 military jobs
- Yerkes developed 1st group intelligence test. Army Alpha (for literate recruits) and Army Beta (for illiterate recruits). Ss graded A, B, C, D, or E
- 700,000 men tested

Menace of the Feebleminded

- Nearly half (47.3%) of drafted men were "morons" (mental age < 13; 16 considered normal)
- Ethnic & racial differences: English best, then Dutch, German, Danish & Scottish;
- Turks, Greeks, Russians, Italians & Poles next; African Americans worst.
- Galtonian belief that intelligence was innate & differences not erasable by education
 - -> Eugenics movement
- Increased status of mental tests because of their use in the war.
 - Some saw mental tests as foundation of scientific psychology



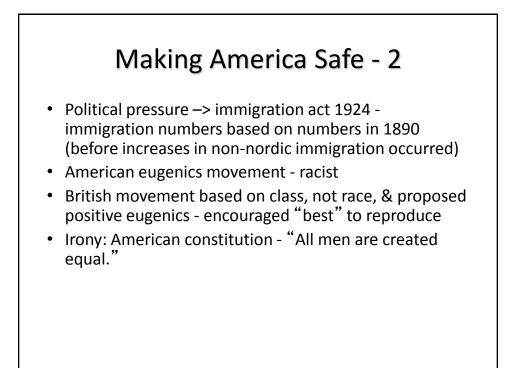


Making America Safe

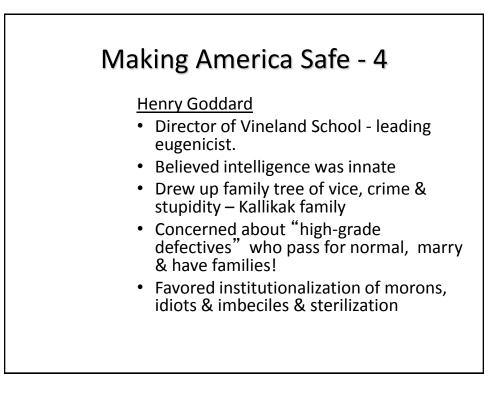
•Yerkes - supported immigration laws designed to select Nordic (white protestant) immigrants and reject others

•A. E. Wiggam - spokesman for racist Galtonians - wrote popular books pseudoscientific rant

• "In a scientistic age, bigotry adopts the language of science..." (Leahey, page 464) • Education no protection from bigotry



Making America Safe - 3 <u>Charles Davenport</u> Supported by Carnegie Institution Est'd lab at Cold Spring Harbor 1904 & Eugenics Records Office Alcoholics, feeblemindedness etc. inherited -> pauperism & prostitution Prostitutes = morons, unable to inhibit "innate eroticism" Racist: believed different races had different characteristics Favored compulsory sterilization





- Many states passed compulsory sterilization laws
- Supreme Court upheld constitutionality of sterilization laws
- Oliver Wendell Holmes wrote majority opinion in Carrie Buck case
- Member of the Metaphysical Club
- Progressivist, willing to hear scientific evidence

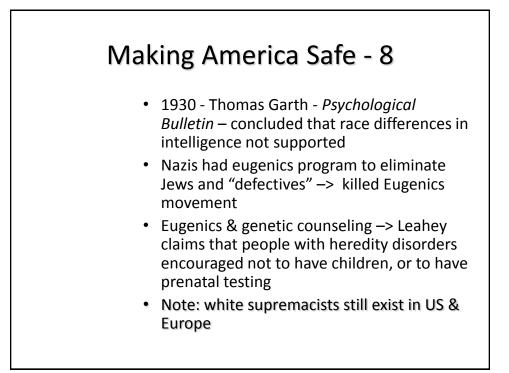


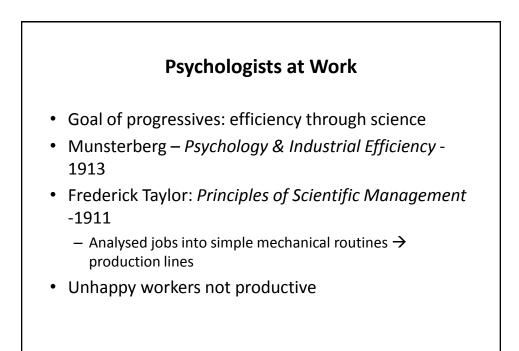
Critics of Eugenics

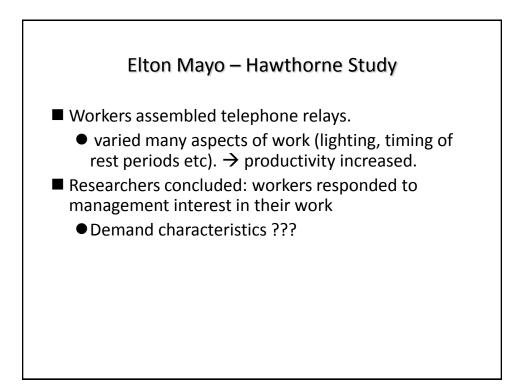
- Catholics people are spiritual beings
- Biologists 90% of subnormally intelligent children born to normal parents
 - "feeble-minded" could have normal children
- Civil libertarians powerful would direct human breeding in their own interests

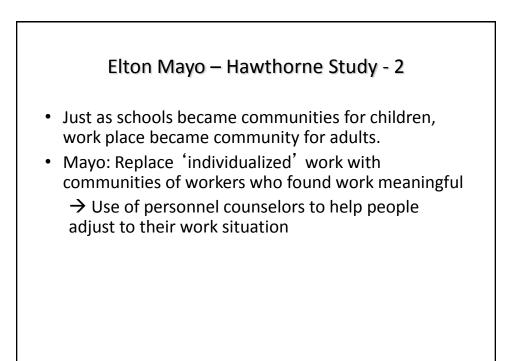
Making America Safe - 7

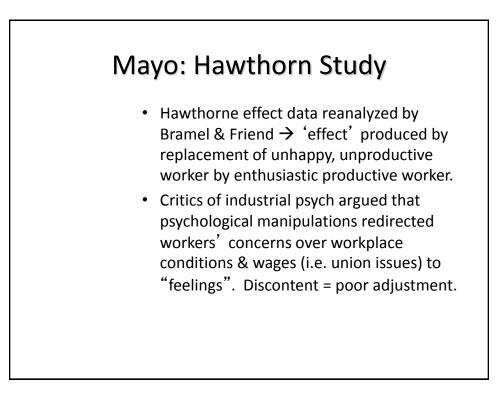
- Anthropologist Franz Boas differences between ethnic groups cultural.
- Otto Kleinberg No differences in intelligence between Nordic, Alpine, & Mediterranean people in Europe
 - Northern African Americans did better than those in south – better schooling
- Behaviourists
- 1928 Goddard: feeblemindedness not incurable





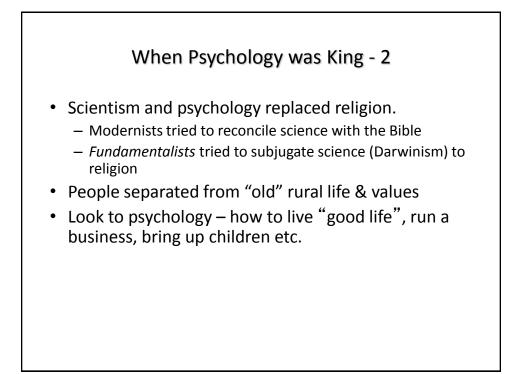


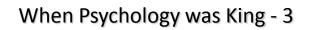




When Psychology was King: 1920s

- 1920's psychology proving useful in industry, education, courts, military
 - People turned to psych to solve life's problems
- Excess faith in science & psychology (scientism)
- Scientism: (1) methods & attitudes typical of or attributed to natural scientists; (2) exaggerated trust in methods of science as applied to all areas of investigation (especially human sciences)





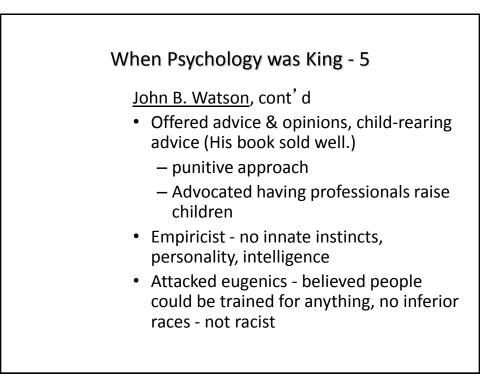
- First popular wave of $\boldsymbol{\psi}$ was Freud
- Freud killed victorian sexual morality

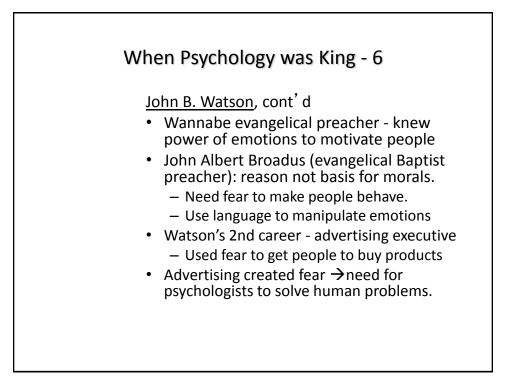
 Sexual repression breeded neuroses
- Post war (Jazz Age) many had lost peers
 - attitude was 'have fun while you can'
 - First generation of urban youth spent time with peers, not parents
 - youth culture, peer pressure

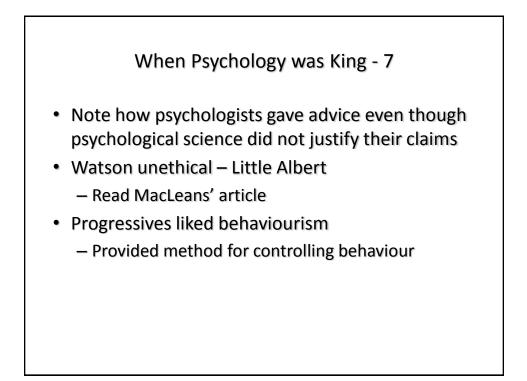
When Psychology was King - 4

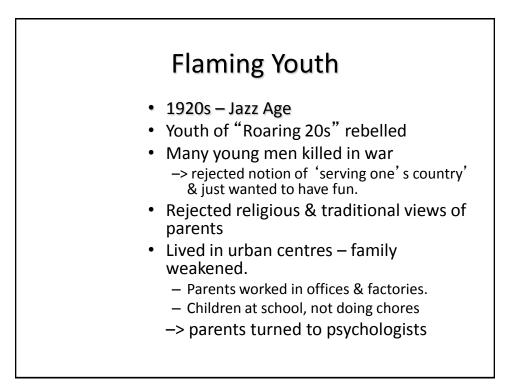
Behaviourism - John B. Watson

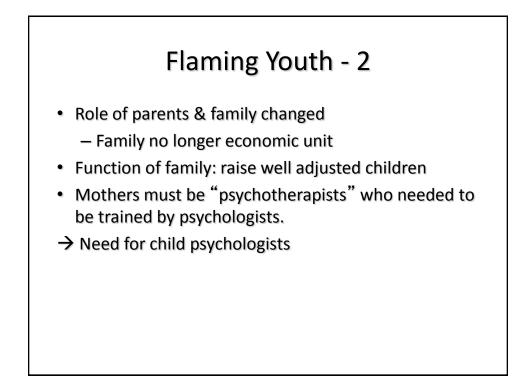
- Fired from Johns Hopkins, wrote articles for magazines
- Had a nervous breakdown in grad. school. Received psychoanalysis.
- Freudian psychoanalysis: "substitution of demonology for science"
- Anti-religious:
 - consciousness = masquerade for the soul
 - Church kept people under control through belief in "soul" & afterlife.

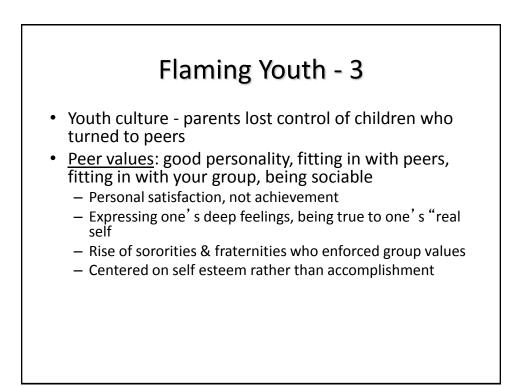


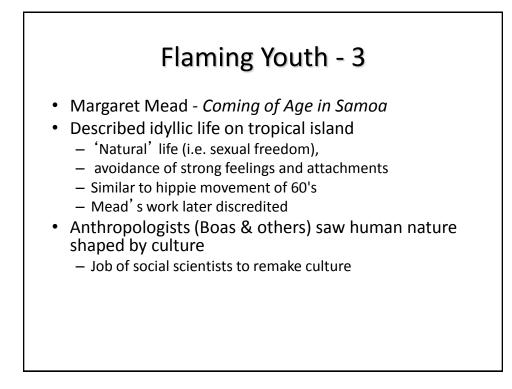












Flaming Youth - 5

Note contrasts:

1) Dewey, behaviourists, progressives: wanted social control, believed in importance of education & training based on scientific principles; empiricist

2) Eugenic movement: believed in innate intelligence

3) Youth culture: be true to the group values, be sociable, fit in, be yourself

- compare to hippie movement of 1960s

4) Anthropologists: culture determined everything; *laissez-faire* attitude, permissive

End of Lecture