Chapter 8 Applied Psychology: The Legacy of Functionalism

PSY 495
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Toward a Practical Psychology

Background
- Functionalism took hold of American psychology and flew
- Transformed German psychology to American psychology
- Applied psychologists took psychology into the real world
- 1900, 25% of all research articles dealt with applied topics; less than 3% dealt with introspection

The Growth of American Psychology
- Grew in leaps and bound between 1880 and 1900
- less than 20 years after the founding of the science, American psychologists assumed undisputed leadership
- Psychology debuted in America at the 1893 Chicago World's Fair
- American psychologists took the science to the people and popularized it
- Scope of psychology today is much broader than its founders ever thought possible
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**Economic Influences**
- There were few jobs in laboratories, so to make money, psychologists applied their knowledge.

**Granville Stanley Hall (1844-1924)**
- Lots of firsts:
  - Received the first American doctoral degree
  - Began the first psychology laboratory in the U.S.
  - Began the first American journal of psychology
  - First president of Clark University
  - First president of the APA
  - One of the first applied psychologists

**Toward a Practical Psychology Cont.**
- **The Clark Conference**
  - What Made Clark University so special?
  - Theory of psychology
    - Heavily influenced by evolution
    - Mind is evolved
    - Best way to study is to look at less evolved form
    - No subject exempt from study
    - Questionnaires

**Recapitulation Theory of Development**
- Recapitulation Theory: the psychological development of children repeats the history of the human race
- Began the Child Study movement
- Sometimes called “paidology”
- Examined adolescence and old age
- *Jesus, the Christ, in the Light of Psychology*
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**Toward a Practical Psychology Cont.**

James McKeen Cattell
- Promoted a practical, test-oriented approach
- Concerned with human abilities rather than content of consciousness
- Studied with Galton
- Also expressed an interest in Galton's eugenics
- Began the journal *Psychological Review*

**Mental Testing**
- Cattell was the first to use the term mental test
  - Administered a series of such tests to students at Columbia
  - Cattell's tests were like Galton's tests dealing primarily with sensorimotor measurements
- Also contributed to the development of psychology through his students

**The Psychological Testing Movement**

Binet, Terman and the IQ Test
- First true psychological test of mental ability was created by Alfred Binet & Theodre Simon
- Believed intelligence should be measured using higher mental processes, not sensorimotor processes
- Incorporated works of folks such as Ebbinghaus into test
- 1901—La Societe Libre pour l'Etude Psychologique de l'Enfant convinced French government to develop tests to differentiate children who could not learn from those who would not
- Commission formed
- Binet in charge
The Psychological Testing Movement

1905 Binet-Simon Test of Intelligence
- First practical IQ test
- 30 items on the test
- Focused on three areas: judgment, comprehension, memory
- Types of tests used
- Items arranged in order of difficulty
- Objectively diagnosed degrees of mental retardation
- Problems, though.

1908 revision
- Items grouped by the ages at which children passed them
- Expanded to 54 tests
- 14 of original 30 remain unmodified
- Mental level/mental age

1911 revision
- Minor changes

Henry Herbert Goddard
- Translates Binet Scale into English
- Binet-Simon Scale for Measuring Intelligence
- "moron"
- Influential in spreading the doctrine of intelligence testing
- Background
- Schooling
- Dissertation at Clark University
- Early Career
- Later Career
- The Kallikak Family

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The Psychological Testing Movement

- Louis Terman
  - 1916—Stanford Binet
  - Ratio IQ
  - Terman's Termites

- World War I and Group Testing
  - Robert Yerkes and the Army Alpha and Army Beta tests
    - Developed to test Army recruits and weed out feebleminded

Tests designed to test “native ability rather than the results of school learning” (Samelson, 1977, p. 276)
- Hundreds of psychologists and grad students recruited to help
  - David Wechsler among them
- Group tests
- 200,000 tests given
- Experience engrained the psychological test into American psychology
- Provided unity for the field

War effort actually raised status of psychologists
- Allowed Terman to “bring psychology down from the clouds and [make] it useful for men” (Samelson, 1977, p. 275).

Criticisms/Problems after the war
- Centered around data
  - Mental age of soldiers 13
  - Race & nationality data
- Do Alpha & Beta assess native ability?
The Psychological Testing Movement

After the war, everybody and his brother created IQ tests
- Thomas Edison

Racial Differences in Intelligence
- Black eye for psychologists
- Begins with Goddard
  - Americans promote a hereditary theory of IQ
  - Goddard reflecting prevailing opinion, but had a great knack for finding data to support his position
  - Immigrants are believed to be feebleminded

Cultural differences in IQ were assumed to reflect innate properties
- Feebleminded are degenerate & responsible for society's ills
- U.S being inundated with immigrants who are feebleminded
- Goddard was convinced that IQ testing could serve the public good by identifying those who should not have children
- Goddard was also convinced that a number of immigrants were feebleminded

Trained two women to give IQ tests to those immigrants they thought might be feebleminded
- Test several immigrants arriving at Ellis Island
- Found that about 80% of Jews, Hungarians, Italians, and Russians were feebleminded
  - Did not like these numbers, so he re-worked them
  - Settled on ~50%
  - Similar to Yerkes' data from WWI
The Psychological Testing Movement

- Carl Bingham actually used the WWI data to advocate for the intellectual superiority of the Nordic race.
- Terman also picked up on this.
  - Advocated that certain prestigious and rewarding professions should be closed to those with IQ scores < 100.
  - Promoted IQ testing as a way to reduce cost of crime by identifying & removing the feebleminded.

Took Nazi Germany to get folks to change their minds.

Still, though, the controversy rages today.

See, *The Bell Curve* (Herrnstein & Murray, 1994).

IQ Scores:
- Highest: Asian & Native Israelis
- Next: Caucasians
- Then: Hispanic/Latino/as
- Finally, African Americans

Why?
World War II

- The contributions of Samuel Renshaw (1892-1981)
  - The Renshaw Training System for Aircraft and Ship Recognition

The Clinical Psychology Movement

- Lightner Witmer (1867-1956)
  - Student of Wundt
  - Promoted the practical application of psychology
  - Began the first psychology clinic in 1896
  - Offered 1st course in clinical psychology
  - Began 1st clinical journal: Psychological Clinic
  - Clinics for Child Evaluation
  - Received referrals for a number of different problems

The Clinical Psychology Movement

- Had no examples or precedents
- So, he created his own standardized assessments and treatments
  - Used a treatment team approach
  - But a psychologist was the most prestigious member
  - Had physicians examine kids
- Originally believed genetics to be the cause of the behaviors
- Later espoused environmental causes
Books that provided an impetus to the field:
- A Mind that Found Itself (1908) Clifford Beers
- Psychotherapy (1909) Hugo Munsterberg
- 1st child guidance clinic established in 1909 by William Healey in Chicago

Freud advanced the field of clinical psychology
- We'll talk more about him in just a little while

Clinical Psychology within APA
- Clinical Psych in the 1930s & 40s
- First licensing in CT in 1945

Clinical psychology remained a small part of psychology until WWII
- Applied work differs from university work
- The Boulder Model
  - 1949
  - Scientist-practitioner
- The Diagnostic and Statistical Manual of Mental Disorders
  - Published in 1953
  - Now in 6th Edition

Clinical Psychology in the 1960s
- Starts to resemble modern day form
- Today
  - 60,000 clinical psychologists
Industrial/Organizational Psychology

- Walter Dill Scott (1869-1955)
  - Dedicated to making the marketplace and workplace more efficient by motivating employees and consumers
  - Scott's list of firsts:
    - First person to apply psychology to personnel selection and management
    - First to apply psychology to advertising
    - Wrote the first book in the area
    - First to hold the title of applied professor of psychology
    - Founder of the first psychology consulting company
    - First psychologist to receive the Distinguished Service Medal from the Army

Industrial/Organizational Psychology

- Advertising and Human Suggestibility
  - Attempted to generalize Wundt's physiological psychology to the business world
  - More sensations we receive from an object, the better we know it
  - Advertisements are like the nervous system of the business world
  - Consumers are not rational
    - Women more so than men
    - Use commands in ads
    - Use return coupons because they promote action

Industrial/Organizational Psychology

- Employee Selection
  - Devised rating scales and group tests to measure characteristics of people already successful in an occupation
  - Created group measures of IQ & personality

- Impact of the World Wars
  - WWI brought a monumental increase in the scope, popularity, and growth of I/O psychology
  - WWII brought psychologists into the war for testing, screening, and classifying recruits
Industrial/Organizational Psychology

Hawthorne Studies and Organizational Issues
- George Elton Mayo
- Demonstrated that social and psychological aspects of the work environment are much more important than the physical environment
- Extended the field of I/O psychology beyond selection and placement to more complex problems of human relations, motivation, and morale.

Industrial/Organizational Psychology

Hugo Munsterberg (1865-1916)
- Prolific propagandizer for applied psychology
- American Traits (1902)
  - Psychological, social, and cultural analysis of American society
  - Response encouraged Munsterberg to write to general public and not scientific community
- Forensic Psychology and Eyewitness testimony
  - Wrote articles on psychology and the law
  - Conducted research on simulated crimes
  - On the Witness Stand (1908)
  - Described psychological factors that could influence a trial's outcome.

Industrial/Organizational Psychology

Psychotherapy (1909)
- Focused on techniques for treating mental illness
- Mental illness is an adjustment process, not due to unconscious conflict
- Psychotherapeutic approach

Industrial Psychology
- "Psychology and the Marketplace" (1909)
  - Consultant for companies
  - How to increase job efficiency

Beliefs about women controversial
- Supported work of female grad students while arguing that grad school is too difficult for women.
Industrial/Organizational Psychology

- Women should be at home, not in careers
- Women should not teach in public schools
- Poor role models for boys
- Women should not serve on juries
- Can’t deliberate

Applied Psychology

- Inez Beverly Prosser
  - First African-American female psychologist

Final Thoughts

- American psychology = applied psychology
- 66% of psychologists are applied folks
- All traced back to functionalism
- And this leads us to behaviorism...
References