

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

Toward a Practical Psychology Cont.

1. 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
 1. scope of psychology today is much broader than its founders ever thought possible

Toward a Practical Psychology Cont.

2. Economic Influences

- There were few jobs in laboratories, so to make money, psychologists applied their knowledge

1. Granville Stanley Hall (1844-1924)

- Lots of firsts:

1. Received the first American doctoral degree
2. Began the first psychology laboratory in the U.S.
3. Began the first American journal of psychology
4. First president of Clark University

5. First president of the APA
6. One of the first applied psychologists

Toward a Practical Psychology Cont.

- The Clark Conference

- Evolution and Recapitulation Theory of Development
 1. *Recapitulation Theory*: the psychological development of children repeats the history of the human race
- Began the child study movement
- Examined adolescence and old age

Toward a Practical Psychology Cont.

1. 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*

Toward a Practical Psychology Cont.

- Mental Testing
 1. 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

1. Binet, Terman and the IQ Test

- First true psychological test of mental ability was created by Alfred Binet & Theodore Simon
- Believed intelligence should be measured using higher mental processes, not sensorimotor processes
 1. Incorporated works of folks such as Ebbinghaus into test
- 1903—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
 1. Commission formed
 2. Binet in charge

The Psychological Testing Movement

- 1905 Binet-Simon Test of Intelligence

1. First practical IQ test
2. 30 items on the test
 - Focused on three areas: judgment, comprehension, memory
 - Types of tests used
 - Items arranged in order of difficulty
1. Objectively diagnosed degrees of mental retardation
2. Problems, though

The Psychological Testing Movement

- 1908 revision

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

- 1911 revision

1. Minor changes

- Henry Goddard

1. Translates Binet Scale into English
 - *Binet Simon Scale for Measuring Intelligence*
1. "moron"

The Psychological Testing Movement

- Louis Terman

1. 1916—Stanford Binet
 - Ratio IQ
1. Terman's Termites

2. World War I and Group Testing

- Robert Yerkes and the Army Alpha and Army Beta tests

1. Developed to test Army recruits and weed out feebleminded

The Psychological Testing Movement

2. Tests designed to test "native ability rather than the results of school learning" ([Samelson, 1977, p. 276](#))

3. Hundreds of psychologists and grad students recruited to help
 - David Wechsler among them

1. Group tests

- 200,000 tests given

- Experience engrained the psychological test into American psychology

- Provided unity for the field

The Psychological Testing Movement

- 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

1. Centered around data
 - Mental age of soldiers 13
 - Race & nationality data

1. Do Alpha & Beta assess native ability?

The Psychological Testing Movement

2. After the war, everybody and his brother created IQ tests

- Thomas Edison

1. Racial Differences in Intelligence

- Black eye for psychologists
- Begins with Goddard

1. Americans promote a hereditary theory of IQ
2. Goddard reflecting prevailing opinion, but had a great knack for finding data to support his position
3. Immigrants are believed to be feeble-minded

The Psychological Testing Movement

- Cultural differences in IQ were assumed to reflect innate properties
 1. Feeble-minded are degenerate & responsible for society's ills
 2. U.S. being inundated with immigrants who are feeble-minded
- 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 feeble-minded

The Psychological Testing Movement

1. Trained two women to give IQ tests to those immigrants they thought might be feeble-minded
 2. Tested immigrants arriving at Ellis Island
 3. Found that about 80% of Jews, Hungarians, Italians, and Russians were feeble-minded
 - Did not like these numbers, so he re-worked them
 - Settled on ~50%
 - » Similar to Yerkes' data from WWI
- Carl Bingham actually used the WWI data to advocate for the intellectual superiority of the Nordic race

The Psychological Testing Movement

- Terman also picked up on this
 1. Advocated that certain prestigious and rewarding professions should be closed to those with IQ scores < 100
 2. Promoted IQ testing as a way to reduce cost of crime by identifying & removing the feeble-minded
- Took Nazi Germany to get folks to change their minds
- Still, though, the controversy rages today
 1. See, *The Bell Curve* (Herrnstein & Murray, 1994)

The Psychological Testing Movement

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

The Clinical Psychology Movement

2. Lighter Witmer (1867-1956)
 - student of Wundt
 - promoted the practical application of psychology
 1. Began the first psychology clinic in 1896
 2. Offered 1st course in clinical psychology
 3. Began 1st clinical journal: *Psychological Clinic*
 - Clinics for Child Evaluation
 1. Received referrals for a number of different problems

The Clinical Psychology Movement

2. Had no examples or precedents
3. 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
1. Originally believed genetics to be the cause of the behaviors
2. Later espoused environmental causes

The Clinical Psychology Movement

3. Books that provided an impetus to the field:
 - *A Mind that Found Itself* (1908) Clifford Beers
 - *Psychotherapy* (1909) Hugo Munsterberg
1. 1st child guidance clinic established in 1909 by William Healey in Chicago
2. WWI
3. Freud advanced the field of clinical psychology
 - We'll talk more about him in just a little while

1. Clinical psychology remained a small part of psychology until WWII

The Clinical Psychology Movement

2. Applied work differs from university work
3. The Boulder Model

- *Scientist-practitioner*

1. *Today*

- *60,000 clinical psychologists*

Industrial/Organizational Psychology

1. Walter Dill Scott (1869-1955)

- Dedicated to making the marketplace and workplace more efficient motivating employees and consumers

- Scott's list of firsts:

1. First person to apply psychology to personnel selection and management
2. First to apply psychology to advertising
3. Wrote the first book in the area
4. First to hold the title of applied professor of psychology
5. Founder of the first psychology consulting company
6. First psychologist to receive the Distinguished Service Medal from the Army

Industrial/Organizational Psychology

- Advertising and Human Suggestibility

1. 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 moreso than men

- Use commands in ads

- Use return coupons because they promote action

Industrial/Organizational Psychology

- Employee Selection

1. Devised rating scales and group tests to measure characteristics of people already successful in an occupation
2. Created group measures of IQ & personality

3. 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

1. 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

1. Hugo Munsterberg (1865-1916)

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

Industrial/Organizational Psychology

- *Psychotherapy (1909)*
 1. Focused on techniques for treating mental illness
 2. Mental illness is an adjustment process, not due to unconscious conflict
 3. Psychotherapeutic approach
- Industrial Psychology
 1. "Psychology and the Marketplace" (1909)
 2. Consultant for companies
 3. How to increase job efficiency
- Beliefs about women controversial
 1. Supported work of female grad students while arguing that grad school is too difficult for women

Industrial/Organizational Psychology

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

Final Thoughts

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

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