

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

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Toward a Practical Psychology Cont.

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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Toward a Practical Psychology Cont.

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



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Toward a Practical Psychology Cont.

The Clark Conference



Evolution and Recapitulation Theory of Development

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

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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*



Toward a Practical Psychology Cont.

- **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

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The Psychological Testing Movement

- ✦ **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
 - 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
 - Commission formed
 - Binet in charge



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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

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The Psychological Testing Movement

- 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 Goddard
 - Translates Binet Scale into English
 - ✦ *Binet Simon Scale for Measuring Intelligence*
 - "moron"



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





The Psychological Testing Movement

- 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




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
 - Centered around data
 - ✦ Mental age of soldiers 13
 - ✦ Race & nationality data
 - Do Alpha & Beta assess native ability?

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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

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The Psychological Testing Movement

- 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

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The Psychological Testing Movement

- Trained two women to give IQ tests to those immigrants they thought might be feeble-minded
- Tested immigrants arriving at Ellis Island
- 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



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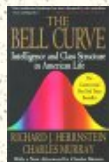
The Psychological Testing Movement

- 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 feeble-minded

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The Psychological Testing Movement

- Took Nazi Germany to get folks to change their minds
- Still, though, the controversy rages today
 - See, *The Bell Curve* (Herrnstein & Murray, 1994)



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The Psychological Testing Movement

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

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The Clinical Psychology Movement


- # Lightner Witmer (1867-1956)
 - student of Wundt
 - promoted the practical application of psy
 - 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

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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



The Clinical Psychology Movement

- ✦ 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
- ✦ WWI
- ✦ 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

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The Clinical Psychology Movement

- ✦ 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
- ✦ Today


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The Clinical Psychology Movement

- ✦ Today
 - 60,000 clinical psychologists

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Industrial/Organizational Psychology



Walter Dill Scott (1869-1955)


- Dedicated to making the marketplace and workplace more efficient 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

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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



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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


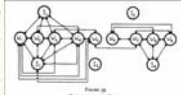
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Industrial/Organizational Psychology

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

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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



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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

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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

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Final Thoughts

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

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