

Legacy of Structuralism?
Charles Osgood (Osgood, Suci, & Tannenbaum, 1957)
 "Influenced how we think about thought"
 A way to measure meaning quantitatively

Good _____ Bad
 Cheap _____ Expensive
 Strong _____ Weak
 Decisive _____ Indecisive
 Active _____ Passive
 Lazy _____ Industrious

The "Semantic Differential" - Evaluation, Potency(strength), and Activity.

Variations of the Semantic Differential are used in marketing and product development (self-report)

How would you describe Kmart, Walmart, and Target on the following scale:

clean	_____	_____	_____	_____	dirty
bright	_____	_____	_____	_____	dark
low quality	_____	_____	_____	_____	high quality
conservative	_____	_____	_____	_____	innovative
Inconvenient	_____	_____	_____	_____	convenient

Key ideas from chapter 5

Titchener – Structure of Consciousness
 (focused approach, inflexible)

Experimental (highly controlled study)

Reductionistic & Mechanistic

Narrative (qualitative) Introspection

Training & focus – still not reliable

Fuctionalism was an **opposition**

Chapters 6 & 7
Functionalism
(Antecedents, Influences, and Founding)

I. Overview – Opposition to Structuralism
Process rather than content!
How does mind/consciousness FUNCTION
(what does it **DO** -- **more** than simply the content)
Many areas/people have discussed function
throughout history, focus is on immediate,
antecedent influences
On to the “pre-history” (before Psych)

II. Darwin and Evolution
Born in England, prominent family
Started as a naturalist
HMS Beagle, 1831-1836 voyage around world
Amassed large collection of animal/plant specimen
Worked on evolutionary theory (35 pages, 1842)
Controversial work, Darwin was withdrawn
15 years of work perfecting theory
Alfred Wallace started on similar theory in 1858
Darwin pushed to publish “On the Origin of Species”

III. Focus of Darwin's Theory

Obvious individual differences among species members

Key is "Natural Selection"

Characteristics that make environmental adaptation likely survive and are inherited

Adaptation, survival, and inherited characteristics

Later book, "The Descent of Man" (1871) argued that humans evolved from lower life forms

-- similarities between humans and animals in mental processes, emotional states, behaviors, etc.

Darwin was **Not** a Psychologist (pre-psychology), but some of his approaches and concepts were later used by Psychologists

- Individual Differences
- Multiple research methods
- Focus on structure
- Adaptation
- Animal Research

End pt. 1
Richards article

IV. Francis Galton

English, from prominent family
Very Intelligent

"Hereditary Genius" (1869)

"Natural Inheritance" (1889)

Not really a "Psychologist" but was prominent for:

- Measurement and Statistics
- Individual Differences
- Sensory & motor skills as intelligence measures
- Comparative methods
- Child development

<http://galton.org/anthropologist.htm>

V. Animals and Comparative Psychology

Darwin argued for animal intelligence, could learn basic principles from animals, apply to humans

* Romanes – Anecdotal Methods, Introspection by Analogy and the Ladder of Mental Functioning

Animal Intelligence, 1888 <http://archive.org/details/animalintelligence1888roma>

* C. Lloyd Morgan – Law of Parsimony
Much learning is a “lower-level” process (e.g., sensory associations).
Need not attribute human functions to explain animal functions

End pt. 2

VI. Herbert Spencer

“Synthetic Philosophy” – Evolutionary theory and principles explain human knowledge, societies, economies – everything
Philosopher very popular in U.S.

Evolution and “survival of the fittest” ideas applied to

- Business and industry
- Technology and machinery
- Politics
- Just about any social, political, or economic event

Evolution is a synthesizing idea that ties everything together

VII. William James

Philosopher, also a “short-term” psychologist

Known to be a keen theorist and excellent writer

“Principles of Psychology” (1890) is still read

- *Opposed Psychology of Wundt/Titchener
- *Stream of consciousness (continuous process)
- *Emotion and passion (and reason)
- *Psych is “Science of Mental Life...”
- *“...its phenomena and condition” (mind and body)
- *Focus on brain
- *Non-reduction approach to function (“pragmatic”)
- *Habits (physiological)

End pt. 3: William James Excerpt

VIII. Research by and about Women

Mary Whiton Calkins – gifted experimental psychologist and first female president of the APA.

She could work with James but not admitted to Harvard (much less awarded a degree) due to discrimination defended by evolution theory

Established Psych Lab at Wellesley College

Evolutionary theorists were not kind to women
Variability Hypothesis – males have wider range of development than females, so men could benefit more from an enhanced environment (e.g., school)

Helen Woolley earned PhD from U. of Chicago based on research testing the variability hypothesis.
<https://archive.org/details/mentaltraitsofse0woolwooft>

Found few differences among men and women. Those found were attributed to social and environmental factors (not biology).

Prominent in child psych, educational/vocational psych, and counseling. Influential in Applied Psych movement (chap. 8)

Leta Stetter Hollingworth earned PhD at Columbia, where she worked after graduation.

Research also refuted the variability hypothesis

Social attitudes & lack of opportunities, not biology, limited women. (ex.: Titchener's Experimentalists)

Extremely successful in clinical and counseling psych, research on gifted and talented, and school psychology. Played a large role in "professionalizing" psychology

Shields article

IX. Functionalism – Almost There!

G. Stanley Hall, a great organizer

Studied with Wundt (and Fechner), but not a “fan”

Popular Lectures in U.S.

Professor at Johns Hopkins

American Journal of Psychology

President of Clark U. (inclusive Grad. Univ.)

Helped organize APA

Journal of Applied Psychology (Vol. 100 in 2015)

Attempts to apply Evolutionary theory to child development were not well received

X. Functionalism – Finally!!

Lots of people worked on function, but nobody really organized/promoted the area.

One school, U. Of Chicago, was viewed as center of Functionalism.

Dewey & Angell (1894-on), and Carr (1919-on)

John Dewey applied psychology to education at Chicago (1894-1904) and Columbia (1904-on)

Attacked reductionism!!!

Criticized the “reflex arc” (stimulus-response)

To focus on stimulus-response is to artificially reduce something to elements.

One’s response reshapes the perception of the stimulus, thus it is a “circle” not an “arc”

James Angell
"Psychology" (1904)

Functional Psychology is

- The psychology of mental operations
- The utilities of consciousness
- Psychophysical relations (mind-body) & relation of organism and environment

Pulled together a long history of research and established the "Chicago School"

Harvey Carr

Continued Angell's work (and lab)

"Psychology" (1925) is the study of:

- *Mental Activity (e.g., memory, perception, feeling, imagination, judgment, and will)
- *Mental Function is to acquire, fixate, retain, organize, and evaluate experiences in order to determine behavior (p. 153)

XI. Functionalism at Columbia

Woodworth, Cattell, Thorndike, and Dewey

The focus was a little more on motivation, learning, and measurement/statistics

Example: Woodworth's Dynamic Psychology – physiological and psychological factors that drive or motivate behavior.

Did not really oppose Chicago School, Functionalism encompassed a very diverse set of ideas

End pt. 4
