

Key ideas from Chapters 6/7

Evolution and adaptation

Individual Differences

Function of Consciousness
(memory, perception, judgment, will -- acquire, organize, and evaluate experiences in order to determine behavior)

Experimental and Other Methods

Consider a more (w)holistic approach

The function of psychology as a discipline

Chapter 8

Applied Psychology:
 The Legacy of Functionalism

(This is "Today's Psychology")

I. Social, Economic, and Political Factors

Early 20th Century in the U.S. coincided with:

- Growing industrialization
- Child welfare
- More emphasis on education (all levels)
- Expanding options for women
- Increased specialization
- Movement from rural to urban

In Psychology, more PhD's earned than available jobs at Universities..... So..... Have to find work somewhere else

II. James McKeen Cattell

"Mental Testing"

PhD with Wundt, also met Galton while in England

Most of his career was at Columbia (one center for functionalism)

Biggest contributions were popularizing measurement & statistical methods, and promoting Psychology (and testing applications). The actual tests he developed -- Not so good.

Founded "Psychological Review" and Psychological Corporation (testing company)

III. Psychological Testing

The usefulness of testing grew as it moved away from the measurement of sensory and motor skills.

*** Binet Article

Terman: refinement of "IQ" testing

Military Applications – origin of current KSA tests

Professionalization of Psychology: Treat the Psych Test like the medical assessment/diagnosis

Ethnic & Gender biases in testing

Prolific Women in Testing (e.g., Anastasi) end of part 1

IV. "Clinics," Psychology, & Lightner Witmer

Witmer opened a clinic to assess and treat kids' learning/behavior problems – school psych

*Teams of physicians, social workers, psychologists

*Genetic & Environmental causes of problems

Established the journal "Psychological Clinic"

*Standardized testing, assessment, treatment

*Other clinics modeled after Witmer's

Hoped to professionalize psych (like medicine)

V. Clinical Psychology

Today's clinical psych is more like the Psychotherapy Movement (less like Witmer's school applications)

A few psychologists (Munsterberg) used psychotherapy, but in early 1900's most of this work was outside psychology (Freudian psychoanalysis).

Today's clinical psychology grew mostly after 1920
Exploded post-WWII with returning vets.

End of part 2

VI. I-O Psychology

Walter Dill Scott: selection, assessment, management, advertising, and consultation

Very good at advertising: used sensory images, suggestibility, direct commands, and coupons

Scott wrote some books, but was a practitioner

Testing/scientific management: "mechanical" view
Human/Social side: Hawthorne studies

I-O Psych fueled by industrialization, wars, increased roles for women

VII. Hugo Munsterberg – The Applied Psychologist

German experimentalist, lured to U.S. by Harvard

At first opposed application, but later embraced it

Psychotherapy
Industrial Psychology
Forensic Psychology (eyewitness testimony)
Many other areas...

Would consult on almost any topic
Wrote books/articles for general public (and academics)

Moskowitz article;

VIII. Applied Psych in U.S.

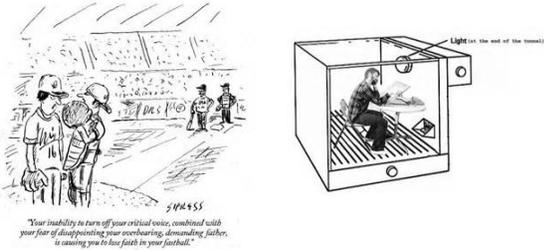
These originators of applied psychology (Cattell, Witmer, Scott, Munsterberg) all worked with Wundt and did experimental lab work

In the US, psychology appealed to industry, schools, the military, and the general public – there was interest (and a need) for applied psychology. PhD's stepped in (esp. with few options in academics)

External forces fueled application (economy, war, schools, urbanization, specialization, diversity, etc.)

End of part 3
Geissler Article

Opening slide said Applied Psychology is "Today's Psychology" – while there are many Psychologists in research/academics, there are more in application. The applied spirit (and supporting zeitgeist) continues – even in cartoons!



An Anchoring and Adjustment Model of Purchase Quantity Decisions



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"Mr Freeman, are can I have a word about the motivational artwork?"
