ORC ANNOUNCES CURRICULUM CHANGES

REFRESHER SESSION FOR GRADS CONSIDERED

The ORC is considering the establishment of a short, intensive "refresher seminar" to bring alumni and other qualified personnel up to date on the latest developments in the methodology of Industrial Psychology. In announcing these plans, ORC has requested that those readers who would be interested in such a program fill out the form below and send it to PAGSIP, PSYCHOLOGY DEPT., SCAV, PURDUE UNIVERSITY. The staff is especially interested in receiving suggestions for topic coverage, durations, frequency of seminar, time of year, etc.

(continued on page 2)

NEW COURSES OFFERED

In order "to reflect growing interest in diverse areas of Industrial Psychology and to offer additional coursework in formerly understressed specializations" ORC is instituting major curriculum changes. The need for a broader emphasis in the field has been pointed out by many, including Pagsipper and former ORC member for many years, Dean C.H. Lawshe, now head of University extension at Purdue.

Noteworthy among the new courses is Dr. E.J. McCormick's seminar in Engineering Psychology (Psy 677), a part of the new "Human Factors" curriculum (see page 2). Topics in this course will range from tracking and equipment design principles, to systems analysis and information theory.

Dr. W. A. Owens is continuing the development of an area dear to his heart and central to all Industrial Psychology, viz., individual differences. His Differential Psychology course (Psy 581) covers dimensions and determinants of individual and group differences. Examples of these would be found in the variables of sex, age and race.

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STUDY SHOWS ALUMNI DOMINATE APA DIVISION 14 LISTINGS

Purdue leads the nation in granting "highest degrees attained" by members of Division 14, the Industrial Psychology division of the APA. This information is contained in an article published in the October 1960 American Psychologist. The author is Jack Sawyer, a Pagsipper now teaching at the University of
It is extremely gratifying to note the developments unveiled in the news columns of this issue. Changes in the curriculum, establishment of internships, the new Human Factors program, all show that Industrial Psychology at Purdue is dynamic, growing with the tremendous growth of the profession. All Pagsippers, present and former, welcome these changes.

Newsletter Staff: Jim Robbins, Alumni Research; Dan Braunstein, editor; Al Fika, Doug Norton, Fred Will, Sam Mudd.

"REFRESHER" SESSION CONSIDERED
(continued from page 1)

This short course might run at least one to perhaps four or five weeks, with the summer session being the most likely time of the year. Such topics as scaling technique, personnel testing, and statistics might be on the agenda, in addition to a look at the "new developments" in such areas as consumer research, human engineering, survey research and individual differences.

Since this seminar is dependent upon participant interest, notification of any interest on the part of alumni and others, without formal commitment, is desired. For convenience the form below is provided:

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I am interested in the ORC refresher seminar:

_________________________________________________________

___________________________

name

_________________________

address

professional affiliation, time available

Suggestions for topic coverage:

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'HUMAN FACTORS' PROGRAM SET UP FOR A.F. OFFICERS

Developed in cooperation with the Air Force Institute of Technology, a one-year graduate program leading to a Master's degree in Human Factors has been inaugurated by the Department of Psychology.

Eight officers, chosen on the basis of "interest, scholastic ability, and background," were selected from throughout the Air Force to fill the increasing need for Human Factors personnel in systems development. "Human Factors" is the AF version of what is also known professionally as "Human Engineering." The eight officers, grades from First Lieutenant to Lieutenant Colonel, are enrolled in a diversified curriculum emphasizing statistical and experimental methods as applied to industrial psychology and human engineering problems.

Recovering from the initial shock of "academic adjustment" are Lt. Col. Lewis H. Gray, just out of the Pentagon and "Project Automate," the AF's attempt to automate its personnel records; Maj. John W. Gunvordahl, recently of Rome Air Development Center in upper New York state, where he worked on radio and radar systems; Capt. Dan D. Fulgham of the Wright-Patterson Aero-Med lab and research work on pressure suit development and stress testing of potential astronauts; Capt. Walt F. Murphy, also from Wright-Patterson and research into personnel support requirements of the B-70. Also in the program are Capt. Leslie G. Rustonford, Lt. Hal W. Hendrick and Lt. Albro L. Lundy, Jr.

This group will graduate in August, and be assigned several AF projects in Manned Systems development, Command Control Systems, and others. They were joined by Maj. Edward G. Wickes and Capt. Ted E. Aldrich, who both began their studies in February at the beginning of the new semester. These men are a portion of a group of more than 50 AF officers who are currently taking undergraduate and graduate training at Purdue.
ALUMNI SURVEY CONTINUES

The 1960 Alumni Directory has been sent to the alumni who indicated their wish to receive it. It is available only to PAGSIP alumni, of course, in accordance with its purpose of encouraging and enabling alumni to maintain the PAGSIP spirit of solidarity.

The directory contains the names, home addresses, job titles, and business addresses of the alumni who agreed to be listed, and furnished us with correct information. Also included is an index by state and one by industry. Only 41% of the alumni returned the first questionnaire sent out, however, and another effort is now in process to locate the rest and inform them of the project. Response is thus far highly encouraging and indicates that enough additions can be made to the 1960 directory to necessitate compiling a revised edition. Alums on the new list (approximately 200 of them) can expect the newly revised version to reach their mailboxes this summer. Further supplements in the future will serve to introduce new graduates and to report recent changes of address for old alumni.

We wish to thank especially the alumni who generously donated a dollar or two to the newsletter fund, to help us continue the newsletter and directory activities. Such direct encouragement has assured us that we are performing a useful function for our alumni. Any suggestions concerning improvements which could be made in either publication are welcomed at any time.

DR. KEPHART DIRECTS CHILDREN'S CENTER

Dr. Newell C. Kephart, a former ORC member was named last year to direct The Achievement Center for Children to study the problems of mentally handicapped youngsters. Since last fall he has devoted all his time to the center after moving from his former office in the Bio Annex. Another former PAGSIPPER working at the Center is Gene Roach.

FIVE PAGSIPPERS TAKE INTERNSHIPS SUPPLEMENTING COURSES

Five of our fellow PAGSIP members have, during the past year, or are now, participating in internship programs, a new and unique addition to the industrial psychology program. These internships are designed to enrich a student's academic work by some good, cold, cruel world, on-the-job experience.

Last summer Al Fisher spent two and a half months working with Ted Bates & Co., a New York advertising firm. The company was looking for bright new ideas, and a critic and thought provoker for their research program. Al filled the bill. His job entailed the development and pretesting of questionnaires and other research materials.

In addition to the commercial projects which Al worked on, he was also involved in an appraisal of the confusion of the layman about the Radio Free Europe program. The study was conducted almost entirely by this PAGSIPPER. It involved a progressive cutting score approach on three indices of confusion. A by-product of the summer internship (arranged by Dr. Perloff) to provide experience for those interested in Consumer Psychology was a research project concerning the advertising of cigarettes to college students, which was brought back to Purdue. It was unique in that college sophomores actually were needed as subjects.

Larry Skurnik was one of four students from various graduate schools who spent last summer with Science Research Associates in Chicago as a "summer associate." His duties included preparation and revision of test manuals, preparation of I.Q. equivalent tables for one of the tests, and the designing of future projects.

Most of the school year 1959-1960 was spent by Irv Moldka with Allis-Chalmers in Milwaukee, in an internship program which was devised by Company and University officials (among them Dr. McCormick) the previous summer. After a six month training period, which included five months in industrial (continued on page 6)


PAGSIP NEWSLETTER

April 1961

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Muddy Waters

PAGSIP PRESIDENT 'THE BARD OF WABASH'

LEAVES TO ACCEPT TEACHING POST

PLAY IS LEGACY

Ed. Note: Sam Mudd, this year's PAGSIP president, left at the beginning of the Spring semester to accept a teaching position at his alma mater, Gettysburg College. This "farewell address" is addressed to all his friends, which includes all of us here at Purdue. He will earn his Doctorate in absentia in June.

Prologue

Merriman Smith: Mr. President, has this office any firm contract to Harvahkee? The President: I'm glad you asked that question...

Merriman Smith: Thank you, sir...

The President: ...it has come to the attention of this office that certain commentators, that is to say, reporters, "lament" an alleged abuse rendered in their mother tongue - namely, as you all know, English. Of course, you understand the allegation has no merit in fact, or factual basis. However, to the extent that such a misunderstanding exists, LBJ, HST, SAM, Adlai and I want this thing cleared up...

Therefore, as a first step toward re-approachment among the English-Speaking Peoples, the high drama of the Pagsip Social Season has been minis
tered an Elizabethan translation (sic):

SQUIRE PURDUE OF INDIANA

A Drama in Two Acts

Setting: State of Indiana during the troubled academic wars.

Act I: Place: The Hills. Time: Backchannel Scene: Circle of Charcoal Fires. Revelry among the landmen (drinking, feasting, ribaldry, etc.). Beyond the circle of fires stands a lone watch. Yeoman approaches.

Watch: Who's there?

Yeoman: A friend and erstwhile liege to Pagsip.

Wa: Approach then and give council.

(Aside) His spirit walks once more, and wouldst not stay when broached.

Yo: Then'st true? Tis said Purdue, stout heart and merchant, must send confirm per annum. That charge he did legate to those who would be earnest chosen.

Wa: Knownst thou, and how, wherewere his mind is rested?

Yo: When latterly by bouquet's board his visage doth reveal; His countenance and brow will speak sore-pressed, or with great pleasure.

Wa: Then ere, the moon hath twice waxed full, it can be told in sooth; If gathered fold in yonder stand be blest by Squire Purdue.

Yo: Said well! And then till that repast...

Act II: Place: The Trails. Time: Two Waxied Moons Later. Scene: Baronial Lodge; inside some lights are lit, the fireplace is lit, the folk-chaps are jolly-well lit; outside among the sleek forms of steaming Michigan Horse stands the Watch. He is alone.

Wa: (approhensivelies) Would that late Purdue were not doubly late; For having once his men prized and passed the word inside, then I with seal of doubt undone may break a seal or two.

-Hark you now! The spirit leaps! Tis Squire Purdue astride - upon the window's sill, coming from yon Pro

lim Mill, doth drain a flagon down (content wise).

-So shines his aspect without askance that 'een from here is seen; a record of his pleasure scribbled with all going on inside! (Exits hurriedly to bar.

Chorus humming "Solidarity").

ALUMS URGED TO AFFILIATE WITH APA

A number of alums have received polite nudges from the staff regarding their being members of APA. The staff still stands behind their generous offer to endorse the APA membership applications of non-member alums who wish to affiliate themselves with that organization.
CURRICULUM CHANGES ANNOUNCED

It is anticipated that 1962 will see a 600 level seminar in Differential Psychology.

Consumer Psychology, the special interest of Dr. R. Perloff, bears close watching for rapid growth. Here at Purdue, a new curriculum is being developed in that area. Last spring saw the introduction of Psy 676, a seminar in Consumer Psychology. A new 500 level course is being planned for the area, starting in the fall semester. Eventually it is planned to offer a number of courses dealing with the consumer.

An old course in new dressing is Psy 673, seminar in Human Relations. Previously offered on an alternate year basis, enough interest has been expressed in the area to require Dr. D. C. King to give the course every year. Topics range from research in leadership and supervision to group dynamics and communications. A new topic this year is organization theory. This is probably the closest that any ORC course gets to social psychology, however there are plans to offer an Applied Experimental Social Psychology course in the near future.

Dr. Tiffin (who needs no further introduction) has also begun teaching a "new" course this year. It's a revised version of Industrial Personnel Testing Techniques (Psy 675) which now meets for two hours, eight times each spring semester. The course is duplicate of the famous "Personnel Testing Institute" which Drs. Tiffin and Lawshe conduct in Chicago. It concerns itself with familiarity with common tests, and simplified methods of industrial test evaluation. The course has become an extremely valuable demonstration of how an Industrial Psychologist can acquaint the layman with personnel testing techniques.
PERSONAL AFFAIRS

Dr. F. Tiffin, Owens, and Jeanske will be presenting papers at an international convention in Copenhagen next August.

New graduate students this year include Al Fikes, who obtained a Master's from Penn State, after doing graduate work at Maryland. After having completed their Bachelor's degrees, Dave Peters (Marshall College, W. Va.), Jay Friedland (New York University), Roy Heilman (Rutgers University), and Fred Will (U. Va.) are all in Master's programs here. Others include Merrill Ellis, Dick Gillner, Jim Danison, Dick Heldman, Steve Klein, Larry Nye, and Roy Roberts. This past certainly be a hard group since only Gillner, Nye, and Roberts are married. Bill Cunningham and Frank Price are two Southerners who have forgotten warmer climates for the colder winds of Lafayette. Bill, from North Carolina State, and Frank, from Auburn, told me Master's is a breeze. Dan Greenspan, who received his M.S. in Industrial Relations here in January, is now an Industrial Psych. Doctoral student.

Another new student this year, Ben Glassner, who hopes to pursue a career in the field of John Hopkins, has a particularly interesting vocation as a sideline to his studies. He is a student at a school where train, bus, and office personnel are known to be hard to deal with. Other students have had difficulty in handling the attitudes of the personnel. Ben's approach is to deal with the personnel as he would like to be dealt with himself. He believes that if the personnel feel that they are being treated fairly, they will be more cooperative. This approach has been successful so far, and Ben seems to be making good progress in his studies.

Dr. McCormick became a council member of the Midwestern Psychological Assn. this spring. He will continue to hold the post until 1963.

INTERNSHIPS

(continued from page 3)

relations and an additional month with various other staff departments. Try helped the company start an attitude survey program. He ran into the usual problems with the program, including resistance by both management and the rank and file employees, and spent the remaining five months completing the survey.

Mal Donoff is currently engaged in a Veterans Administration internships at an Illinois area V.A. Hospital. While there were many opportunities for psychologists, for some time, this is probably the first time an industrial psychologist has been included, but not the top, in Mal's opinion. Mal's work was in the personnel research area, working out of the assistant manager's and personnel office, and dealing with the I.H. employees, half of whom were new to the area.

Donoff ran an opinion survey for the hospital, which was invaluable to them. One problem experienced by him was getting people to understand the difference between industrial and clinical psychology, and to realize that he was not another clinician.

The problem of distinction between the industrial and clinical psychologist was also faced by Jerry Quinlan, who did some work at Eugene State Hospital this year. His work, also in personnel research and selection, was not clearly defined at the start and Jerry was given a free hand to do anything which might help the staff in their employee relations. Much of his time was spent analyzing, an application blank for "future." Since all five of the organizations with which Pergamens' coding contact were well pleased with the results, it is hoped that the program will continue. The Pergamens considered their experience of tremendous value, including fringe benefits—seminars, secretaries, etc.

Speaking of esoterics, Bob Kenny will become research director of the Hawaii Tourist Bureau in Honolulu, when he obtains his Doctorate this summer. And the possibilities for Pergamens are unlimited.