

Newsletter Committee  
Department of Psychology  
Purdue University  
West Lafayette, Indiana

TO:



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INDUSTRIAL PSYCHOLOGY  
Volume 5, Number 2

PURDUE UNIVERSITY

"SOLIDARITY FOREVER"  
April, 1957

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The Midwestern Psychological Association Convention will be held May 2, 3, and 4 at the Sherman Hotel in Chicago. Industrial Psychologists from Purdue who are presenting papers are: Dr. Ernest J. McCormick, presenting "Experience in the development of objective job-analysis methods."

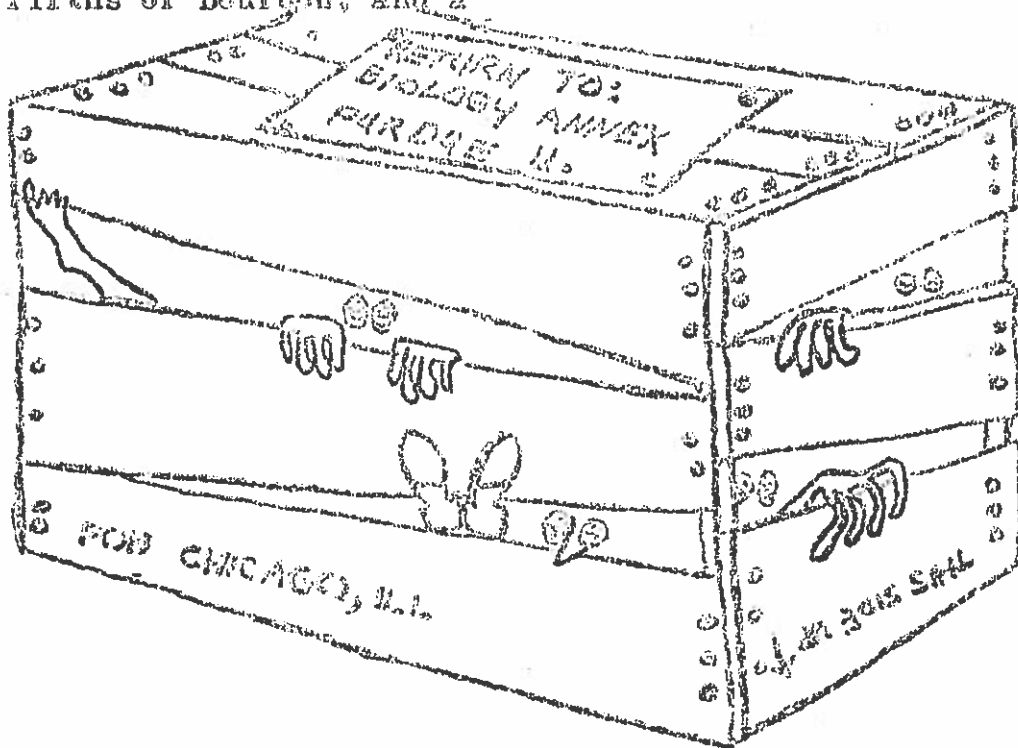
Bob Kelly, presenting "The development of a personnel rating technique through the analysis of work performance incidents," and Don King, presenting "A factor analysis of employees' attitudes toward their company."

PAGSIP GOES TO CHICAGO

Their faces shining, their eyes bright, they stood stiff as ramrods. The leader looked closely at each man as he walked through their ranks, his eyes darting up and down, back and forth, taking in this picture of unity.

Quick as a flash, the leader darted through the ranks and snatched one of the shiny black boxes that each man carried strapped to his back. Protruding from a corner of the box was a ragged edge of flip sheet paper. Opening the box quickly, he examined its contents: two cartons of "Sano" cigarettes, a toothbrush, a copy of "Every Man a Statistician," a PAGSIP hymnal, two fifths of Bourbon, and a

carried his belongings in the roomy receptacles which had formed underneath each eye. Their clothes were crumpled and wrinkled, mute witnesses to the long nights spent in assimilating the material disseminated throughout the day. In truth, they were a motley looking crew, but they had about them an air of those who had seen, those who had lived, those who had conquered. This dishabille did not destroy the cohesiveness, the unity which was initially apparent. At a signal from their leader, they cried to a man, "Solidarity Forever!" ... and quietly expired.



bottle of Bromo Seltzer.

"Clean this mess up," the leader grunted. Turning to the group, he shouted, "All right, men, we're ready for Chicago. Remember, be on your best convention behavior."

Three days later, they assembled on their return. Gone was the brightness of face and eye, gone was the starch in the spine. In its place was an ashen pallor. Each man

(You can see this metamorphosis in Chicago this year! You won't find it listed in your MPA program, but rest assured that it will occur. Admission is free to the public.)

YOU ARE CORDIALLY INVITED TO ATTEND

THE

ANNUAL PAGESIP CONFERENCE PARTY

TO BE HELD AT

THE SHERMAN HOTEL, CHICAGO, ILLINOIS

ON

FRIDAY, MAY 3, 1957

AT

SIX O'CLOCK IN THE EVENING.

THE SUITE NUMBER, NOT PRESENTLY KNOWN,

MAY BE OBTAINED AT THE TIME BY

CHECKING AT THE RESERVATION DESK

OR

CONTACTING ANY OF THE FOLLOWING COMMITTEE MEMBERS:

RAY SCHUCKER (CHAIRMAN)

MAL PURDY

JIM PATTERSON

KEITH TOMERINK

BOB BRUNE

JOHN PROCTOR

BILL SCOTT

APPROPRIATE REFRESHMENTS WILL BE SERVED.

## CURRENT RESEARCH AT O&amp;C

This is the seventh year that Dr. Lawshe and his students have conducted research for International Harvester at Louisville. Don King and Paul Patinka are currently developing a new approach to motives and incentives in industry.

Leo Gruenfeld is doing research similar to that of King and Patinka in the Lafayette area.

Walt Storey is developing a job element approach to the synthetic use of psychological tests. This research is under contract with General Electric and is being conducted at their Cincinnati plant.

Dr. Lawshe is directing a study designed to evaluate the procedures for admitting students to the Purdue Graduate School. The use of the Graduate Record Examination is receiving principal attention.

Bob Kelly has developed a scaled merit appraisal from critical incidents recorded by foremen on hourly rated people on the job. Results show that the reliability of the scale, determined from incidents on odd and even days during a six month period and stepped up by the Spearman-Brown formula is approximately .85. An indirect indication of validity is shown by a correlation of .90 between the ratings derived from critical incidents and ratings on the same man obtained from a previously used chart system.

Walt Jones is conducting research leading to the validation of personnel tests for the identification of junior draftsmen. The most promising test so far tried is the Minnesota Paper Form Board.

Keith Tombrink is developing tests for the selection of "electrical relay pointers." The most promising test so far is the O'Connor Finger Dexterity Test; however, a new dexterity test based on the skills required by the "pointers" job is being developed.

Kay Inaba is conducting research on the effect of auditory stimulation on visual acuity thresholds.

Gil Auclair is developing an application form for the selection of newspaper advertising salesmen. Very comprehensive personnel data forms were filled out by over 1,000 salesmen. Criteria of job performance are available on all of these men. Seven hundred of the forms (stratified by age, experience, and size of newspaper) are being item analyzed to establish a scoring key. The key will be tried out on the remaining stratified 300 cases.

Al Gruber is continuing work on the development of a non-language culture fair mental ability test. The items consist entirely of geometric forms. Preliminary data show that the two matched forms of this test correlate .90 and that each form has a Kuder-Richardson 20 reliability of approximately .90. Preliminary studies also show that this test correlates approximately .96 with standard verbal mental ability tests (Wonderlic and Purdue Adaptability) for subjects who do not have the language handicap.

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## APPOINTMENTS AND RESEARCH CONTRACTS

The Foundation for Research on Human Behavior, Ann Arbor, Michigan, has awarded a grant of \$15,000 to the Department of Psychology of Purdue University for an experimental project under the direction of Dr. C. H. Lawshe.

The research will be conducted by staff members and graduate students of Purdue's Occupational Research Center, beginning in September, 1957.

Title of the project is "The Effects of Role-Playing Experience on Expressed Leadership Behavior."

Bob Brune and John Burpee have been assigned to the project as research fellows. An assistant professor, not yet appointed, will also be assigned to this project.

A grant has been received from the Purdue Research Foundation for the development and validation of a test of creative ability in engineering. Doug Harris received an assignment to this project which will be effective in September, 1957.

Mal Purdy was appointed to the U. S. Steel Foundation Fellowship with an effective date of September, 1957.

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"RETARDED ACHIEVEMENT"--  
AN OPTIMISTIC VIEW

Dr. Newell Kephart reports some of the following information on the Tippecanoe County Achievement Center for Children in which he is taking an active part.

The Center, located in Lafayette, has a staff of five professional people: two psychologists, one M.D., a specialist in child development, and a speech therapist.

The purpose of the Center, according to Dr. Kephart, is to "see what can be done for retarded children through coordination of all community activities."

The Center will serve Tippecanoe County with facilities for diagnosis, treatment, and coordination of essential community services for some 200 retarded children.

The Center is presently set up with finances for a three year period, over which time the Center will experiment with various methods to improve the performance of so-called retarded children.

Retardation is regarded as the failure of learning; but failure of learning may be not only a result of content, but also of method. Since what we learn depends on how we learn, we may yet achieve success if the

methods under which failure results are changed.

It is characteristic of the positive attitude of the Center that "achievement" rather than "retardation" is stressed, even in the title of the organization. In line with its optimistic view the center does not really define retardation except to say that a person is retarded if his achievement is not up to his cultural demands. Such enlargement of the definition of retardation permits the Center to circumscribe not only the features of behavior we commonly call "mental," but even all behavior. With a view to all behavior, we are prepared to recognize that failure in some aspects may easily be accompanied by success in others.

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Dr. Kephart was recently interviewed by John Dos Passos, author of 42nd Parallel, The Ground We Stand On, etc., concerning the perceptual training work in which Dr. Kephart is interested. Mr. Dos Passos was collecting information to be included in an article on perceptual training which is to appear in Reader's Digest.

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#### ALUMNI NEWS

Bob Brown ('57) has returned to Furman University where he is now Assistant Professor of Psychology. Bob's thesis at Purdue concerned the validation of a test of mechanical ability which he developed. Some of the parts of the test were so successful that they have been taken by the Lafayette Instrument Company to be developed for production and eventual personnel testing use.

## PAGSIP SURVEY RESULTS \*\*

What does industry think of industrial psychologists? How much time are industrial psychologists spending in various activities such as research, administration, and supervision? How many graduates are going into industry? What types of industry are graduates going into?

In October, 1956, a committee of the Purdue Association of Graduate Students in Industrial Psychology was appointed to put into questionnaire form these and other questions that the members wanted to ask Purdue graduates in industrial psychology.

The final questions were sent out in the fall issue of the PAGSIP newsletter. A reply card was inclosed in the Newsletter. In addition to answering the above questions, former PAGSIPers were asked to give their name, title, type of industry or organization they were presently working in, and to indicate whether or not they were involved in a multi-plant operation.

Of the 138 Newsletters mailed out, 72 post cards were returned. Correct addresses of 18 were not available. Of the 72 reply cards (60% return) sent back to PAGSIP via Dr. Joseph Tiffin, 2 cards were not filled out and were not included in the analysis.

The responses were classified as to the major occupational grouping of the respondent as follows:

<u>CODE</u>	<u>CLASSIFICATION</u>	<u>N</u>
A	Industry - business	42
B	Consulting	11
C	Gov't Service (Including Military)	10
D	Education	
	Total	<u>70</u>

The breakdown of responses according to occupational classification is reported on the next page of this report. The third page of the report contains a further breakdown as to the type of industry employing the Purdue graduates in the Industry - Business classification.

\*\* The Newsletter Committee is indebted to John Proctor for compiling the Survey results.



RESULTS OF PAGESIP SURVEY

<u>QUESTIONS</u>	<u>REPLY CARD</u>	<u>CODE</u>	<u>BREAKDOWN</u>
1. How long have you been with your present company?	1. _____ Years	A B C D	<u>Mean Years</u> 6.6 2.7 4.6 6.3
2. Do you work with other personnel specialists? How many?	2. Yes ___ No ___	A B C D	<u>Yes</u> 69% 72% 80% 29% <u>Mean Number</u> 9.7 4.0 36.6 —
3. How many psychologists are employed by your firm?	3. _____	A B C D	<u>Median Number</u> 2 6 55 —
4. What percentage of your time do you spend in the following activities?	4. research ___%; education ___%; administration ___%; service ___%; supervision ___%; other ___%.	A B C D	<u>Attitude</u> Favorable / Favorable / Favorable / Favorable Research 19% 47% 46% Ed. 6% 5% 4% Admin. 40% 5% 28% Ser. 15% 25% 5% Super. 17% 12% 15% Other 3% 4% 2%
5. What does your company think of Industrial Psychologists?	5. high regard ___; favorable ___; indifferent ___; low regard ___.	A B C D	<u>Attitude</u> Favorable / Favorable / Favorable / Favorable
6. What are the prospects for graduating MS and PhD Industrial Psychologists in your type of industry?	6. very good ___; good ___; fair ___; poor ___.	A B C D	<u>Estimate</u> Good Good Good / Fair /
7. How did you get your present job?	7. professional organ ___; school ___; personal contacts ___; advertise- ments ___.	A B C D	<u>Attitude</u> Prof.Org. 14% 10% 30% 0% School 24% 0% 10% 42% Per.Con. 62% 90% 60% 57% Ads 0% 0% 0% 0%
8. If you have changed jobs, with what type of industry were you formerly associated.	8. _____		See column 3, page 3
* Respondent indicated whether or not he was employed in a multi-plant operation.	* Multi-plant? yes ___ no ___		Industry-Business Only yes 86%

## BREAKDOWN OF INDUSTRY-BUSINESS CLASSIFICATION N = 42

<u>Industries Represented</u>	<u>No. of PAGESIFers Presently Employed</u>	<u>No. of PAGESIFers Previously Emp.</u>
Aircraft Mfg.	1	2
Air Transportation	1	
Aluminum Mfg.		1
Automatic Controls Mfg.		1
Automobile Mfg.	4	1
Book & Text Publication		1
Candy Mfg. (Consumer Research)	2	
Chemical	3	1
Dairy		1
Detergents & Cleaners	1	
Educational Testing Service	1	
Electronics, Electrical Goods Mfg.	6	1
Food Mfg. & Processing	3	
Glass		1
Greeting Cards	1	
Insurance	3	1
Mail Order		1
Optical Goods Mfg.		1
Paper Mfg. & Food Packaging	2	2
Petroleum Mfg., Distribution, etc.	5	1
Public Telephone (research)	1	
Railways		2
Rubber	1	2
Savings & Loan Association	1	
Steel Mfg.	4	
Tractor & Heavy Equip. Mfg.	1	
	<u>N = 42</u>	<u>Total changes = 19 as listed by 70 respondents.</u>