

PAGSIP



NEWSLETTER

April, 1958

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O.R.C. NEWS

by Paul Patinka

Globe-trotting DR. LAWSHE is on the move again---this time to Rome, Italy. He is to present a paper at the 13th International Congress of Applied Psychologists which meets from April 9th-April 13th in Rome. The title of his paper is, "Differential Job Perception: One Key to Job Efficiency."

On March 27, DRS. LAWSHE and TIFFIN, President and President-elect, respectively, of Division 14 of the American Psychological Association, attended an executive meeting of the Division, in Pittsburgh, for the purpose of discussing general business.

DR. LAWSHE participated in a management development program at the Sandia Corporation in Santa Fe, New Mexico, on February 27.

Prentice-Hall has announced that the 4th edition of "Industrial Psychology" authored by DR. TIFFIN and DR. MC CORMICK is to

be available sometime in May. This edition represents a rather extensive revision with some of the former chapters being combined and new chapters being added.

A speech presented a few years ago by DR. TIFFIN at a meeting of the American Psychological Association appears in the March, 1958 issue of the Personnel Journal. The title is, "How Psychologists Serve Industry."

Recently DR. TIFFIN and RAY SCHUCKER traveled to the M&M Candy Company in Hackettstown, New Jersey, for the purpose of developing a methodology for evaluating grocery packages. The variables considered were readability of brand names, attention power, and apparent size.

A new test, called the Purdue Trade Information Test for Sheet Metal Workers has recently been developed. The authors of the test are JOSEPH TIFFIN, B.R. MODISETTE, and W.B. GRIFFIN and the publisher is the Purdue Research Foundation. Distribution of

Purdue tests is through the University Book Store. Most of the tests developed at Purdue are now available directly from the University Book Store in West Lafayette.

DR. DON KING, on March 7, attended a Personnel Practices Training Course sponsored by the General Electric Company. He discussed such topics as setting up a testing program, test validation, and the use of tests as an aid in selection. He also attended the convention of the National Personnel and Guidance Association held March 31-April 1 at which time he was Chairman of a panel discussion on the maximum utilization of professional people in business and industry.

DR. MC CORMICK recently traveled to Washington, D. C. as a consultant to the Clifton Corporation in regard to a research contract from the Office of Naval Research.

On April 12, the Indiana Psychological Association is sponsoring a symposium to consider the issue of legislation relating to the certification and licensing of psychologists in Indiana. DR. MC CORMICK will be Chairman of the symposium and PROFESSOR ASHER will participate.

NEWSLETTER STAFF

Doug Harris, Editor	Sam Mudd
Paul Patinka	Jim Robbins
Don Drewes	Warren Blumenfeld
Paul Olson	Joel Stubbs

Letters to PAGESIP

The following letters have been received since the last issue. There will be plenty of room in the next issue for letters so keep them coming in.

"Dear Fellow Pagsippers:

"Thanks for the December issue of the Newsletter which I just received today--it's a slow boat to Iran. It's been a long time since I've heard from you but I'm glad to hear that PAGESIP is still making you strong.

"Since I am one of the charter members of PAGESIP (Ph.D., 1951), I didn't find many familiar names in this issue of the Newsletter. I hope fellow alums will contribute to your new "Letters to PAGESIP" section. I must say that, after reading your research abstracts, you have my sympathy and admiration. Apparently PAGESIP is also keeping LAWSHE et. al. strong!

"I am employed by the Governmental Affairs Institute as Training Advisor. My job is to assess the vocational training needs of Iran, recommend expansion plans, and follow through on their implementation. I have been on this assignment for five months--19 months to go. Prior to this job I worked for 2½ years for the University of Tehran (under contract with USC) in the development, validation, and standardization of personnel

evaluation techniques for the Persian culture. I enjoy my work here very much.

"Life here is also quite pleasant for my family (wife Marie, James 10, Suzanne 8, Gary 6 and David 6 mo.). Tehran is a fairly modern city, population 1,600,000, American community of about 1000 and adequate schooling. Salaries of our three servants total less than \$100 per month. All in all we never had it so good.

"Next time you go to the Tic-Toc and sing about Maryanne McCarthy drink one for us, the old alums, who first discovered that PAGESIP makes you strong.

Cordially,

M. Scott Myers
Governmental Affairs Institute
Plan Organization Project
Tehran, Iran"

"Dear Pagsip:

"Have been intending to write for some time to say what a fine job the Newsletter staff has been doing. As one who assisted in starting the Pagsip Newsletter, I am forced to admit that both the coverage and content have shown considerable improvement over the years. Needless to say, it is always a great pleasure to receive a Newsletter containing the latest activities of Pagsip and the ORC staff.

"Concerning my work in personnel at the General Motors

Technical Center, I find the Purdue Industrial Psych background most helpful. Currently, most of my time is taken up with normal personnel activities in the areas of employment, training, and performance evaluation of engineering personnel. However, during the past few years, in the area of personnel research, I have had the opportunity of helping to develop an appraisal program, validate a test battery for selection of engineers, conduct an attitude survey, and try out several methods of obtaining job analysis information.

"In case you run this letter in your Newsletter, let me say hello to all my PAGESIP friends.

Sincerely yours,

James E. Boyce, Assistant
Personnel Director
Process Development Staff
General Motors Corporation
Detroit 2, Michigan"

"Dear Pagsip:

"The industrial world is quite a change from campus life. It has been pleasant to apply ideas and training obtained at Purdue.

"My job involves both training and personnel research. We are a service group at the corporate level. Aside from learning about BFG, I have engaged in the following activities:

- "1. Development of training program for consulting engineers.

2. Construction, administration and analysis of an experimental attitude survey.
3. Study of the effect of color on the perception of size.
4. Analysis of costs of employee turnover.
5. Identification of training needs.

Edward A. Ely	MS	'48
Mildred Goldsbury	MS	'48
Leonard B. Kohlhofer	MS	'48
Lucinda Redwine	MS	'48
Irene Semanek	MS	'48
James C. Hirst	MS	'47
Thomas J. Magee	MS	'47
William W. Ten Eyck	MS	'47
Gerald A. Koetting	MS	'46
David M. Conover	MS	'44
George M. Turmail	MS	'44

"I shall look forward to receiving a copy of the Newsletter. Good luck to you in your graduate work. Best wishes to all PAGESIPPERS.

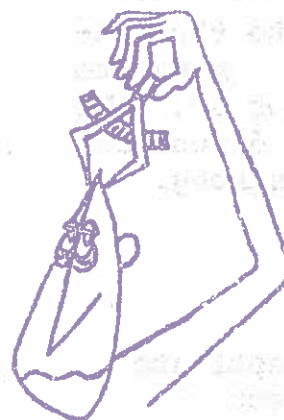
Cordially yours,

Walt D. Storey
 Training and Personnel Research
 The B. F. Goodrich Company
 Akron, Ohio"

MISSING PERSONS!

We are trying to bring our files up-to-date. Does anyone know where these people are?

Eugene W. Chapman	MS	'56
Norman L. Alberts	MS	'55
Rosemary (Hayes) Cliffs	MS	'55
Lawrence M. Eger	PhD	'55
Stewart J. Briggs	PhD	'55
Willard L. Brigner	MS	'54
David Mattair	MS	'54
William W. Drennen	MS	'53
Robert E. Eidel	MS	'53
Robert F. Mengelkoch	MS	'53
Robert M. Unger	MS	'53
Andrew D. McGinley	PhD	'51
William Cary, Jr.	MS	'50
Gordon R. Sinclair	MS	'50
Russell C. Hargis	MS	'49



CURRENT RESEARCH

by
 Paul Olson
 and
 Joel Stubbs

The following new projects have developed since the Fall NEWSLETTER was published.

In connection with the research project for the blind, AL GRUBER is working on the development of an instrument to assess tactual perceptiveness combined with and as related to manipulative dexterity.

Also with the blind project, WALT JONES is trying to develop a non-verbal test of intelligence covering such specific factors as abstract relationships and spatial relations. He will relate his findings to an external criterion of vocational success and occupational hierarchy.

LEO GRUENFELD, DICK McCRACKEN and DON DREWES are working together in an effort to develop an attitude scale to measure predisposition toward the Protestant or Social Ethic as defined by Whyte in "The Organization Man." The scale has been administered at a small liberal arts college and at Purdue and the group is presently running a factorial study on it.

BOB DEAN is trying to determine the impact of automation on the work force in terms of changes in the number and physical characteristics of the work force and the characteristics of the job. He intends to get at this by conducting a series of case studies.

JERRY WEISBRODT and DOUG HARRIS are involved in a study to determine the effect of colored background patterns on the check reading of dials. They are using two colors and several patterns in addition to plain white.

TOM LEIDY is working on the problem of readability of various styles of lettering as influenced by visual angle.

JOHN BAGGALEY is pursuing a project which will investigate the relation of a number of variables such as school grade, religion, mother's education, etc., to the attitudes of high school boys toward job characteristics.

BILL OSBORN is currently interested in the development of an objective sensitivity test. Ranking of nouns--as descriptive

items is the starting point. Those nouns which discriminate will be used to construct the final test. The test will then be validated on groups demonstrating supervisory ability and/or leadership.

JOEL STUBBS is involved in the construction of an objective attitude evaluation form. A theme analysis of open-ended responses will be used to pull out important items. The form will be used to evaluate training seminars. Correlations will be obtained between attitudes and a number of variables.

DOUG SNYDER is attempting to convert the Purdue Industrial Supervisors Test into an oral comprehension test. He has recorded oral portions of the test and is now in the process of developing a method of scoring by the use of "yes--no questions."

JIM NAYLOR has a study in the formative stages. He is going to attempt to evaluate the effects of visual display misrepresentation upon task performance. This will be done with oscilloscope patterns representing visual displays. Compensating tracking of the pattern will be the performed task.

NED ROSEN is in the middle of a revision of the How Supervise Test. Results from early research will determine the future course of action. After the revision, NED will carry out a num-

ber of validation studies. The end result should be a new test and validity studies.

SAM MUDD is working with auditory cues in relation to check dial reading.

BOB BOLDA has administered an attitude survey to a large company. He is going to attempt to see how attitudes are related to effectiveness of different departments.

THERE'S A GATOR IN THE MARKET PLACE

by Sam Mudd

Blue-chip SCHUCKER entertained a small group of friends and clinicians at his rustic country estate 1 March 1958. This direct descendent of the House of Bourbon jovially refers to his Spring retreat as the Fourth Estate, and the mood of the fete was the Republican theme. Some evidences of the leveling process could be seen throughout the evening as 17 guests were observed signing C. H. LAWSHE to their bar chits. This trickle-down process multiplied through the cocktail economy as N. C. KEPHART was observed signing his chits E. J. MCCORMICK. In theory, this activity led to a broadening of the economic base--in fact, the bases could be said to have been free-loaded.

The occasion, of course, was the annual PAGESIP dinner dance and gator raffle (country style). Seminole JONES set the scene at the behest of LEFTY-BOB TEARE, who no longer wrestles.

The TEARE-JONES industrials opened at 2.50 a plate with the clinicals and experimentals buying in. Members of the exchange disclaimed rumors of a gator in the market. On the contrary, the Jersey City Beef Trust provided ample proof of a bull-charcoal steak hedged with baked Idahoes, and sandy-bottom perishables. There was an early lateral movement on the floor as members scrambled for a seat on the exchange. The activity was brisk from opening. National Distilleries rose firmly across the board. Margins were increased considerably; continued activity at that pace could well lead to a rapid depletion of Spring inventories. The highlight of the day was a coup by "BUILT-IN-BUFFERS" OWEN who closed heavily on apple products during final trading.

Following dinner, the guests were entertained by the Psychometric Gladiators, a non-profit quartet in four parts and a fifth. Caught up in the spirit of pan et circi, the insistent vox population exhausted their repertoire to the n-1. The one, of course, was the most requested but various contaminating factors such as Freudian undertones in the last full measure prevented the inclusion of this

raw score in the sample.

It was a fine evening. The gators are out of the market place;.....but where the hell's the baby?

NEW PAGESIP MEMBERS

by Warren Blumenfeld

The PAGESIP membership was increased by four the second semester. Doing his part in increasing the Army's turnover rate, JOHN BAGGALEY, B.A., University of South Dakota, has returned to Purdue to resume the chase.

Two recent local products, FRANK STERNER and JIM WILLIAMS, both of whom received their degrees in January, are enrolled in the program. FRANK, from nearby Klondike, has been quite active at the University Radio Station during the past four years. He has worked primarily in sports announcing, disc-jockeying, and production. JIM spent four with the Air Force, during which time he was classified as an instruments specialist and general mechanic. He is primarily interested in Human Engineering--with an eye toward space travel.

The fourth member of the Quartet; BOB BESCO is a 1954 graduate of the State University of Iowa. Between Iowa and Purdue came the Air Force. BOB spent most of this time dragging F-86's about. The BESCO's have three children.

Gentlemen, leave us regress.

M
P
A

PAGESIP Party
Sheraton-Cadillac
Hotel, Detroit
(Ask a Pagsipper
for the room number)

Friday

May 2

7 PM →