

PAGSIP NEWSLETTER

Remember M.P.A. Party
Chicago May 5
(See page 5
for details)

PURDUE UNIVERSITY, WEST LAFAYETTE, INDIANA APRIL 1961 Vol. 10, No. 1

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 PAGESIP, PSYCHOLOGY DEPT., SCAX, 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)

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

(continued on page 5)

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.

(continued on page 5)

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 Fiks, 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 alums and others, without formal commitment, is desired. For convenience the form below is provided:

I am interested in the ORC refresher seminar:

_____ name
 _____ address

 professional affiliation, time available
 Suggestions for topic coverage: _____

'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. Ruthford, 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 B. 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 alums 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 alums.

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 Fagsipper. 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 Mordka 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)

Muddy Waters**PAGSIP PRESIDENT "THE BARD OF WABASH"
LEAVES TO ACCEPT TEACHING POST**PLAY IS LEGACY

Ed. Note: Sam Mudd, this year's PAG-SIP president, left at the beginning of the Spring semester to accept a teaching position at his old 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 commitment to Mahwahisee?

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 ministered 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: Bacchanal Scene: Circle of Charcoal Fires. Revelry among the landsmen (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 need confirm per annum. That charge he did legate to those who would be earnest chosen.

Wa: Know'st thou, and how, whenere 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 Waxed 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: (apprehensively) Would that late Purdue were not doubly late; For having once his mien 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 Prelim 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 scribed 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.

ATTEND!

Pagsip Party
MPA CONVENTION - CHICAGO

MAY 5 (FRIDAY)

HOTEL MORRISON

See the Old Gang

*\$5 gratuity
will be
gratefully
accepted*

DIVISION 14 STUDY

(continued from page 1)

Chicago. Sawyer takes a statistical and analytical look at Industrial Psychologists, their education, and their employment patterns. The sample studied contains approximately 99% (708) of the members and fellows of Division 14 of APA (about 4% of the total APA membership).

A table in the article demonstrates the striking--almost logarithmic--increase in doctorates granted since 1900. About 81% of the sample have obtained doctorates. The total for all degrees for Purdue is 83, surpassing the schools with the second highest amount of degrees, Columbia and Ohio State, by 20. Sixty-one of Purdue's degrees were obtained in the years 1949-1958, a total which is approximately 1/6 of all degrees awarded in that period, and 31 higher than Purdue's nearest rival.

When the number of graduates of the 21 most productive schools are tabled into two categories so that the all-school total for the second category equals the all-school total for the first (1949-1958 vs. 1906-1948), Purdue shows again the greatest increase from the earlier category to the later. Half of the largest producing schools were in the Midwest.

CURRICULUM CHANGES ANNOUNCED

(continued from page 1)

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.

PERSONNEL BRIEFS

Drs. Tiffin, Owens, and Lawshe will be presenting papers at an international convention in Copenhagen next August.

New graduate students this year include Al Fiks, 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 Univer.), Roy Heidtmann (Bucknell Univer.), and Fred Will (N.Y.C.) are all in Master's programs here. Others include Merrill Elias, Dick Glimmer, Jon Gutman, Dick Heidemann, Steve Klein, Larry Nye, and Roy Roberts. This must certainly be a hardy group since only Glimmer, Nye, and Roberts are married! Bill Cunningham and Frank Price are two southerners who have forsaken warmer climes for the chill winds of Lafayette. Bill, from North Carolina State, and Frank, from Auburn, Colo. have Master's degrees. Dan Traubstein, who received his M.S. in Industrial Relations here in January, is now on an Industrial Psych. Doctoral program.

Another new student this year, Dan Glasner, who comes to Purdue by way of Johns Hopkins, has a particularly interesting vocation as a sideline to his studies. He is a graduate of a school which trains Santa Clauses and Easter Bunnies (Come now! Don't tell us you don't believe in...). During Christmas season he was Santa Claus for a leading Lafayette department store. Fully qualified by a B.S. from Hopkins, high school algebra, medicine, in addition to his other training, Dan points out that dirty fingernails on Santa break the kiddies' illusions. Therefore, they should be a major selection factor. Needless to say, Dan's fingernails are always spotless.

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. Irv 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 Danoff is currently engaged in a Veterans Administration traineeship at an Indianapolis V.A. Hospital. While this opportunity existed for psychologists for some time, this is probably the first time an industrial psychologist has been included, but not the last, in Mal's opinion. Mal's work was in the personnel research area, working out of the assistant manager's and personnel offices, and dealing with the 850 hospital employees, half of whom were non-technical. Danoff ran an opinion survey for the hospital which was tailored to their needs. 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 Quatman, who did some work at Loganport 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 "tenure."

Since all five of the organizations with which Pagsippers made contact were well pleased with the results, it is hoped that the program will continue. The Pagsippers considered their experience of tremendous value, including fringe benefits--martinis, secretaries, etc.

Speaking of esoteric jobs, Bob Loney will become research director of the Hawaii Tourist Bureau in Honolulu when he obtains his Doctorate this summer. How! The possibilities for Pagsippers are unlimited.