

PAGSIP

newsletter

FURDUE UNIVERSITY, W. LAFAYETTE, INDIANA

APRIL, 1966

SOLIDARITY FOREVER!

NEW STAFF

by Martin Reck

Dr. Marc Pilisuk holds a joint appointment as Associate Professor of Psychology and Administrative Sciences in the Department of Psychology and the Krannert Graduate School of Industrial Administration. He received a B. A. at Queens College, New York City and an M. A. and Ph.D. at the University of Michigan. Before joining the Purdue staff, Dr. Pilisuk held such positions as Assistant Professor of Psychology at Oberlin College, Lecturer in the Department of Psychology at the University of Michigan, Research Associate at the Institute for Social Research of the University of Michigan, and Associate Research Psychologist at the Mental Health Research Institute of the University of Michigan.

Among Dr. Pilisuk's areas of special interest, are conflict resolution and disarmament, personality and developmental psychology, individual differences in perception and cognition, and attitude change and group process. His most recent work has involved an evaluation of changes which might occur if the personnel involved in military preparations were obliged to accommodate to disarmament. He has also recently been involved in the development of a two-person game which is suitable for use as a device for gaining insights into the psychology of the process of developing interpersonal trust.

HUMAN FACTORS--ITALIAN STYLE

Ernest J. Mc Cormick

Quando l'editore dell'Lettera Notizie di PAGSIP mi ha chiesto di scrivere un'articolo riguarda le mie esperienze in Italia, ho pensato di fare menzione del campo dei fattori nell'ingegneria in Italia. Ma orrore! Mamma mia! I wonder se l'editore vuole to have l'articolo in English! (Io sempre mixed la lingua Inglese with la lingua Italia, so il inverso may also occorrere!

L'occasione per il viaggio (I mean the occasion for the trip) to Italy was a combination of a long-overdue sabbatical leave and an appointment as a Fulbright lecturer at the Catholic University in Milan, Italy. My chores at the university consisted generally of giving a series of regular seminars in Human Factors, the inhabitants therefore consisting of a combination of advanced students from the university and of psychologists and non-psychologists from various industries in and around Milan. And my days between seminars were occupied primarily by scribbling out, in very ungrammatical Italian, that which I planned to say on the next occasion. In my usual inefficient way, I found it would take three or four days to work up material for a seminar. Despite the communication problem, however, the reception was extremely rewarding. I have reason to believe that this was the first organized course in human factors in Italy, and about the time I was ready to leave (in June) several of the men from

industry and the university started some mutual head-scratching to figure out ways and means of "doing" something about human factors in a practical way. Interestingly enough, after I returned, I learned that there was being established at the university a "Centro di Ergonomia," (Ergonomics Center), to instigate research in human factors (ergonomics), and to provide a spring board from which the gospel might be spread. Although there has been virtually no concentrated attention in Italian universities to the human factors field, there are a few organizations that are involved in some way in closely related areas, such as in a work physiology laboratory in one large company, and the safety program of ENPI (the government-agency equivalent of our National Safety Council). Industrial psychology (more specifically personnel psychology), however, is not new to Italy. Its roots go back perhaps 30 years, and in recent years has enjoyed moderate escalation. There are three or four universities in which there is at least some interest in industrial psychology (they refer to it as the psychology of work); there are perhaps a dozen or so industries that have industrial psychologists; and a journal of recent origin sponsored by the association; and there is the equivalent of our Psychological Corporation that publishes test materials (some of which are Italian versions of U. S. tests) and that offers something of a consulting service. Probably the major areas of activity are personnel selection, job evaluation, and to a very moderate degree training and management-development. The pattern of development of the field tends to follow that of the development in the U. S., but with a significant time lag. Although the nature of Italian industry and the prevailing frame of reference of management tend to serve as barriers to major extensions of industrial psychology, I believe there are signs of change that may -- over the years -- permit of further development.

To return to my own nefarious activities, aside from my regular seminars at the university, I got involved in: writing five articles for Italian journals and newspapers (including, of all things, the Italian version of the Wall Street Journal); lectures at the University of Pavia and the University of Florence; visits to various industrial organizations including Fiat in Turin (where I was nourished with a

14-course luncheon); a university lecture tour in Great Britain (Liverpool, Cardiff, and Reading) in blustery February (in Cardiff, Wales being bedded down with hot-water bottles); a talk on the Isle of Ponza (a former island for political prisoners, including Nero's wife) to a group of about a hundred language students (I still don't know how I got involved in this one, but the simultaneous translation -- with about a 15th second lag -- into German, French, Italian, and Spanish was almost too much for me); and a three-day seminar on the human aspects of accident occurrence to the staff of ENPI (the "National Safety Council") in Rome (where, in a very ironic fashion, I arrived each day from the hospital with a wheel chair by reason of a contusion of the knee from a tumble on the sidewalk the night of my arrival in Rome).

In terms of personal and family activities, we (wife, one daughter, and I) arrived in Frankfurt, Germany, in mid-August, picked up a previously ordered car, traveled down the Rhine, through Germany, southern England, France, Switzerland, and to the Beautiful Bavarian Alps of southern Germany for a few days before arriving in Italy the end of September. Following three weeks in cold, rainy, charming medieval, mountain-top Perugia (for language instruction and orientation), we arrived in Milan for the academic year. Our eight months there were interspersed with forays to various and sundry spots around Italy, and the comings and goings of our two older daughters. Departing from Italy July 1, we wandered through a corner of Yugoslavia, Austria, Czechoslovakia, Germany, West and East Berlin (where they do not wear horns), Denmark, and Amsterdam, before heading (reluctantly) for our ship at Rotterdam.

P.S. I am all in favor of sabbaticals every other year.

Italy's Center for Ergonomic Studies will be initiated on May 2, 1966. Dr. McCormick has been elected to the office of Honorary President of the Center. (Editor's note.)

PAGSIP OFFICERS 1965-1966

President: George Thornton
 Vice President: Howard Kinslinger
 Sec.-Treasurer: Larry Krueger

NEWSLETTER STAFF

Editor: Ron James. Reporters: Peg Howard;
Martin Reck; Larry Krueger; Dick Willing;
Linda Smith; Al Gross

The President's Box:

by George Thornton

By way of reporting the "state of the union" to our membership, both here at Purdue and out in the real world, let me make a few observations of what I see as significant issues and events occurring this year.

For me, the earlier part of the year began with a striking contrast that was at first discouraging. Fresh from a rousing, back-slapping APA party which saw upward to 100-150 PAGSIP alums singing "Solidarity Forever", I returned to campus and found a difficult task confronting our organization of getting participation from the new members. Several reasons were advanced -- their large number, the fact that they were taking core courses, we're more spread out on campus with SCAX being partially closed for remodeling, etc. The "problem" was brought to focus periodically as alums (in increasing numbers it seems) came to campus for seminars, interviews, and visits, and told tales of former club activities. It seemed that we were sinking. In reality these perceptions were only alarmism. As the needs of the membership grew, voluntary participation arose. The new members began organizing materials for their new courses; they started attending more meetings; they became more active in committees and projects. The older members have weeded out useless club functions and have concentrated on revising and revitalizing what seems worthwhile. And, the most encouraging sign--more attendance and indulgence at regression sessions. The discouragement felt earlier was fortunately short-lived. In particular, it soon became apparent that among the ranks of our new members are some of our most active and able participants.

Of particular significance to our soon-to-be graduated members (one of whom I gleefully acknowledge myself to be) and of general interest to our whole department, is the delightful job market we now face. The situation is one of high demand and low supply. Though we psychologists make no claims of being economists, it's not hard to figure out what this "sellers' market" implies. And, in fact you're right. A case in point: there has been such an endless flow of

interviewers, job offers, and inquiries coming into the Department that we have even run into logistics problems handling them. Ah, what terrible burdens!! Opportunities in every area -- personnel research in industry, academic jobs in psychology departments and business schools, positions in research organizations, consulting and management -- all have been plentiful. It seems that the situation will continue for a number of years.

The Curriculum Study Committee (CSC), chaired by Mike Mitchell, meets irregularly with representatives of ORC. Last year both the committee and ORC agreed that it would be beneficial to have PAGSIP alumni come back to Purdue and speak at the Psychology in Management series. This idea has proved to be very fruitful. Not only have the speakers related their current research to us but they were available for private conferences with students. In addition, they met with the Curriculum Committee to help evaluate the program here in relation to needs in the outside world. All of them were surprised by the change that had taken place in the curriculum since they left and they said the change was for the better.

Call for
"Letters from the Earth"

Obviously, only a limited number of PAGSIPPERS could be invited to return for the Psychology in Management series. There are many others, however, whose experiences, both general and in relation to the curriculum, would be of value to the Curriculum Study Committee and of general interest to the staff and students at Purdue. Your observations, comments, and questions, therefore, are cordially invited. They should be addressed to: Editor, PAGSIP Newsletter, Department of Psychology. (Ed.)

PAGSIP Bowling
by Dick Willing

The PAGSIP bowling league experienced a very rewarding and unusual season in 1965-66. In other words, nobody forfeited a game. The league has a very tight race with only six points separating the six teams. The championship was won by Mike Mitchell's team. Members of the teams, besides Mike, were Ed Ryterband, Stan Halpin, Vivian Halverson, Lui Mangano, and Jane Mitchell.

The trophy for the highest average

among women bowlers was won by Debby Smith. The trophy for the high single game was won by Ron James. Last, and least, the trophy for high men's average was won by Dick Willing. Elliot Weiner won the bridesmaid award for ending up second in just about everything (excluding high women's average, of course). The officers of the league (Dick Willing and Shelly Alper) would like to express their thanks for the co-operation of everybody during the successful 1965-66 season and hope that the 1966-67 season will be even more successful.

The Professional Psychologist
and the Testing Tempest

by Peg Howard

"Compulsory psychological testing and the role of the professional psychologist" was the topic of the panel discussion held on Tuesday evening, February 15.

The panel consisted of Dr. Lewis Albright, Standard Oil Company of Indiana; Dr. Kenneth Kofmehl, Department of Political Science, Purdue University; and Drs. James Linden and Robert Perloff, Department of Psychology, Purdue University. The discussion was moderated by Mr. R. B. Means, Department of Psychology, Purdue University. In general, this group did a fine job of providing foils for one another's points of view. There were some times, however, when it seemed that either there was no "loyal opposition" or they were too busy being loyal to do much opposing.

Dr. Kofmehl initially pointed out that no one objects to the search for truth - it is how one applies the findings that is the problem. He also mentioned certain construction of testing such as increased confidentiality of test results and catharsis for the lay public.

That we now have a moral and ethical problem rather than a technical one was noted by Dr. Albright. He questioned under what circumstances information becomes private.

Dr. Linden spoke to the question of the proper role for the professional psychologist in a compulsory testing situation. It is to be professional, he said.

Dr. Perloff expressed the belief that the issue is who uses the tests and how they are used, and he concurred with Dr. Kofmehl

regarding the positive effects of investigation of testing. He also raised the spectre of the criterion problem in relation to the question of the use of information gained from extensive probing into the private affairs of applicants.

Some sort of board or commission to regulate testing may be necessary, according to Dr. Linden. He further recommended better technical preparation of students while Dr. Albright suggested some training in decency. In response to Dr. Perloff's comment about objection to the use of the MMPI with children, he noted that it should be used with the group for which it was developed and even here it needs improving.

The need for establishment of procedural safeguards rather than fixed rules was pointed out by Dr. Kofmehl.

Differences of opinion were a little more evident during the question and answer period. Dr. Linden said that an effective control on testing would be development of a more informed consumer group. Drs. Perloff and Albright both felt that Dr. Linden was being overly optimistic.

In answer to a question concerning discriminating but distasteful tests, Dr. Perloff suggested both educating the public and having other methods available to screen those who found the questions distasteful. Along the same lines, it was recommended by an audience member that psychologists should be more forceful in getting across the point that we are not discriminating just to discriminate.

To another comment from the audience that perhaps we should stop testing in government but not in industry, Dr. Kofmehl replied that there is osmosis between the two and also a man's folder follows him from job to job.

One of the final questions concerning how management will react to this tempest over testing was answered by Dr. Albright. Psychologists will probably have to bring it to their attention, he said.

The Debs

PAGSIPPERS who have recently left the fold include: JOE CHAMPAGNE, Research director for the South Carolina Committee for

Technical Education; JOHN CRAGUN, assistant Professor of Psychology at Utah State; LYLE SCHOENFELD, AIR in Pittsburgh and part-time staff appointment with the University of Pittsburgh; and MARK VAN SLYKE, Assistant Professor, the University of Southern California Aerospace Operations Management Division, currently teaching at Fort Rucker, Alabama.

The following PAGESIPPERS have accepted positions and will be taking on their new duties in the near future: GUY FINCKE, Senior Research Engineer with Western Electric's Engineering Research Center, Princeton, N.J.; TERRY GIBNEY, Human Engineering Division at Wright-Patterson AFB where he will continue his work on the doctorate in human factors; HOWARD KINSLINGER, Research Psychologist with the New England Mutual Life Insurance Company, Boston, Mass.; BOB MEANS, Staff Assistant with the Personnel Research and Management Services of Pickand Mather & Company, Cleveland, Ohio; ED RYTERBAND, currently with the Purdue University Extension in Indianapolis, will begin teaching at the University in Athens, Greece; and GEORGE THORNTON, Assistant Professor of Psychology at Colorado State University, Fort Collins, Colorado.

New Students
by Linda Smith & Al Gross

Joe Birt, with his wife, Kathy, and son, Timmy, returned to Purdue for the PhD in human factors. Joe has his B.S. from Penn State (1956) and M.S. from Purdue (1962). Other new students are Rebecca Ann Blount, single, B.A. from Queens College, Charlotte, N.C., 1965; Jim Porditch, married to Felicity, two children, B.A. from Yale, 1961, M.A. from Western Michigan, 1965; Jeff Bryson, single, B.A. from the University of Texas, 1965; Bob Cummins, single, B.A. from Occidental College; and Tom Dupont, single, B.A. from Lake Forest College, 1965.

Also joining the PAGESIP roster were Bill Gorman, married to Jane, B.A. from San Diego State College, 1965; Al Gross, married to Ellen, B.S. from Brooklyn College; Dal Hedlund, married to Linda, one child, B.S., 1961, Colorado State, M.S., 1965, from Colorado State; Manny Humphries, married to Terry, B.A. from the University of British Columbia; Dick Klimoski, married to Gretchen, B.A., 1965 from the University of Massachusetts; Don Pryor, single, B.A., 1965, from

Randolph-Macon College; Naas Raubenheimer, married to Hermine, B. Comm. Hons., 1962, Potchefstroom University, S. Africa, M. Comm. Hons., 1964, Potchefstroom University; Ed Ruda, single, B. A., 1965, Northwestern University; Steve Sellman, married to Elaine, one child, B.A., 1962 Texas A & M, M.A., 1963 Texas A&M; Linda Smith, single, B.A. from the University of Oklahoma; Don Wood, married to Ruth, M.A., 1963, from Western Michigan; Al Wooton, married to Sandra, B.A., 1962, from Jacksonville University; and Ralph Crow, married to Lois, one child, B.S., 1961, from Georgia Tech.

Our Man in Peru

Dr. Robert Perloff chaired the symposium entitled "The Functions of Consumer Behavior in Academic and Applied Psychology", at the Tenth Interamerican Congress of Psychology, Lima, Peru, April 3-7, 1966.

In his introductory remarks, Dr. Perloff noted several of the contributions the consumer psychologist can and does make both to academic programs in psychology and to the world of work in business, industry, government, and other institutions.

Members of the symposium and their topics were: Darrell B. Lucas, New York University, "The Consumer Psychologist in Schools of Business and in the Advertising Business"; Roy S. Yamahiro, General Mills, Inc., "The Role of the Consumer Psychologist in Industry"; and H. M. Capello, Department of Psychology, U.N.A.M. (Mexico), "The Problem of Cultural Trends and Current Practices in Consumer Psychology in Latinamerica".

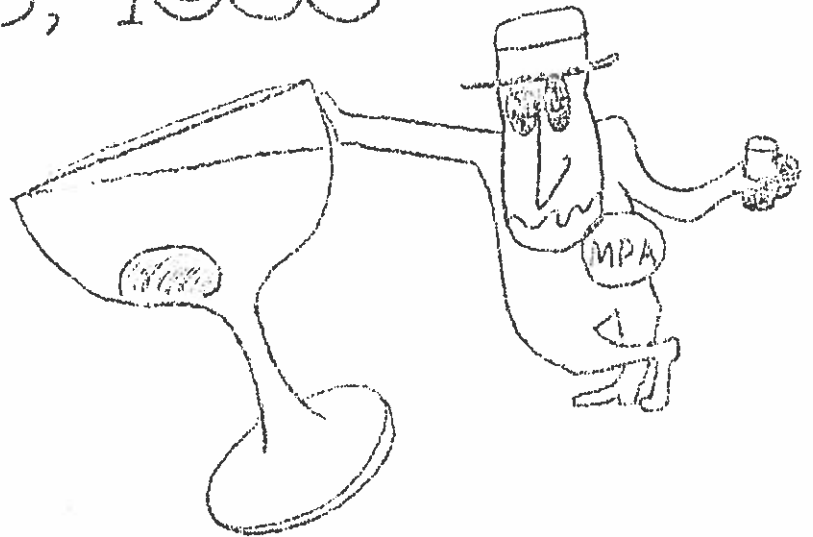
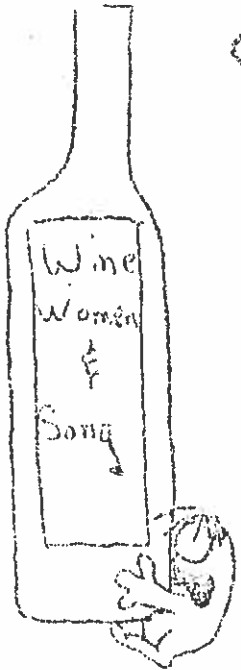
Comments from and discussion with members of the audience followed the formal addresses, with the discussion oriented toward the implications of consumer psychology for academic psychology and for applied research and developmental activities in Latin America.

PAGESIP M.P.A. Party

Mike Brodie extends a challenge to all alumni to match the drinking ability of the newer PAGESIPPERS at the annual PAGESIP MPA party. As in the past, the occasion is expected to be the largest of the convention. The usual selection of beverages will be available for a tab of \$3.00 per person. Tickets will be sold by PAGESIP members and

PAGSIP MPA PARTY

CHICAGO HILTON
MAY 6, 1966



will be available at the door. Starting time is 8:00 P.M. At press time, the suite number was not available. Ask for Mike Brodie's room.

CURRENT RESEARCH

Dr. John Boulger and Bob Gatewood - A study of predictors of academic achievement for Purdue engineering students in concert with Dr. Al Starry (Purdue Measurement and Research Center) and Dr. LeBold (School of Engineering); Bob is also in the process of writing up a study of gratitude.

Dr. Donald C. King and advisees:

- with Mike Mitchell, a study, sponsored by National Training Laboratories, to evaluate the effectiveness of human relations (T-group) training.
- with Marty Smith (project director, Warren Seibert) an exploratory study of the grammatical contextual characteristics of linear program instruction under sponsorship by the U.S. Office of Education.
- with Ron James, a study of supervisory style in a simulated organizational setting using subjects grouped on the basis of scores on measures of cognitive style.
- with Ed Ryterband, a recently completed study of the effects of cognitive dissonance on resistance to change.
- with Joe Champagne, a recently completed study of the attitudes and motivation of Southern underprivileged workers.

Dr. Ernest McCormick and advisees:

- with Terry Gibney, a study to predict vigilance performance from autonomic nervous system activity (pupillary dilation and skin resistance).
- with Walt Murphy, a study to improve the reliability of checklist job inventory items through changes in the readability value of items.
- with John Cragun, a recently completed study to determine the applicability of a checklist inventory in surveying U.S. Air Force officers' jobs.

Dr. Owens and advisees:

- with Blain Baker, a study sponsored by Standard Oil of New Jersey.
- with Mike Brodie, a life history approach to predicting leadership competency in 4-H
- with Guy Fincke (project director, Dr. Warren Seibert) a study, sponsored by the U. S. Office of Education, to predict criteria of performance on verbal learning tasks from factor scores derived from life history data and cognitive test scores.
- with Bob Means, an ONR-supported study to determine the personal and environmental determinants of mechanical ingenuity.
- with Mike Perlson, under Peace Corps sponsorship, a study to determine the effectiveness of biographical data as a basis for population subgrouping to improve predictive validity.
- with Ed Ypma, under sponsorship of Abbott Laboratories and in concert with PAGES alumni Keith Roberts and Mike Balma at Abbott, a study of the biographical correlates of creativity for Pharmaceutical Research Chemists.

Dr. Perloff and advisees:

- with Larry Krueger, a study to investigate the effects on pupil size of recognition problems of varying difficulty.
- with Manny Humphries, a study to develop a modified demographical chart to predict new product adoption market segments.
- with Len LoScuito, a recently completed study to investigate the influence of product preference upon dissonance reduction.
- with Ivan Ross, a recently completed study to determine the relationship between self-concept and judgments concerning selected consumer products.

Dr. Pilisuk and Brian Blake, a study of the relation of control and feedback to evaluation, as mediated by achievement orientation.

Dr. Tiffin and advisees:

- with Howard Kinslinger, a study, sponsored by the Purdue Co-operative Extension Service, to develop a prediction system for the identification of successful 4-H adult leaders using interest, self-perception, and life history data.
- with George Thornton, a comparison of self-appraisal and supervisory appraisal of executives.