

QUESTIONNAIRE
ISSUE See Page 5

RAGSIP

NEWSLETTER



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"SOLIDARITY FOREVER"
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NEW SEMINAR SERIES BEGUN

The Occupational Research Center (ORC) has been sponsoring a series of lectures this semester by psychologists now active in industry. The psychologists and the topics on which they spoke were as follows:

- Dr. D. J. MOFFIE — "Opinion Surveys in Industry" (Hanes Hosiery Mills)
- Dr. Phillip ASH — "The Psychologist in Industry" (Inland Steel)
- Dr. John GORSUCH — "Working & Living in Industry" (U. S. Steel)
- Dr. John RAPPARLIE — "The Psychologist in Industry: His Multiple Role Functions" (Owens-Illinois Glass)
- Mr. John J. DEMOTT — "How not to be an Industrial Psychologist" (Ford Motors)

There are two more psychologists yet to come in this series. They will be Dr. Leonard FERGUSON and Mr. Howard MOLD.

From the talks thus far we have formed the following general impressions concerning the jobs of psychologists in industry.

1. One thing on which almost all speakers agree is the extent to which administrative duties predominate over specifically psychological type duties. It is not uncommon for eighty to ninety per cent of the psychologist's time to be spent in general office duties.
2. As a consequence the rule is that research activities play a minor role. In fact, research

is not likely to be a specific part of the psychologist's job, but rather is likely to be a by-product of his general activities. Even when the psychologist finds situations where research is possible, he will not often find management enthusiastic or even encouraging. He will probably have to engage in much research on his own time, if it is to be done.

3. Another observation which is interesting, if not disconcerting, is that the psychologist is not always taken seriously when he attempts to emphasize the shortcomings of particular management plans, nor does he get a sympathetic ear when trying to maintain an acceptable degree of rigor in an industrial study.
4. Where research is possible in industry, the psychologist is likely to find some or all of the following conditions prevailing which frustrate his designs:

- a. Lack of control over test conditions.
- b. Corruption of data, such as failure to maintain security and secrecy of test materials.
- c. Lack of management interest in psychological or unapplied aspects of the study.

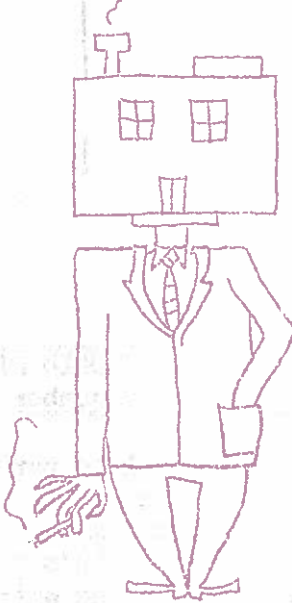
5. As a consequence of the above, industrial research is likely to be characterized by the following:

- a. use of simple analyses, not only because the data are not sufficiently precise to warrant finer analyses, but also because simpler statistics (e.g. percents) are more easily interpreted to non-psychologists.

b. adaptation of research to the industrial situation, taking into account the limitations mentioned.

c. evaluation of results in terms of their practical significance.

d. Since the psychologist is not likely to be judged by his research talents, management's



opinion of the psychologist rests on the confidence the psychologist as a person is able to inspire. The psychologist must look free of the maladjustments he is supposed to be capable of diagnosing, preventing or curing. In short, we find running throughout these speeches the theme that psychologists and psychological instruments must possess "face validity."

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A WELL-TRAVELED PAGESIPPER

New students in the ORC come from an interesting variety of backgrounds. Take Leo Gruenfeld for example - not to pick the typical case. Leo was born in Berlin, Germany, in 1927. He attended public and private schools there until 1940 when he left because of Nazi persecution and went to Shanghai. There he attended school for only one year before the Japanese occupation, at which time he was interned in a restricted area doing physical unskilled labor. He had the unusual experience of having to turn machines by hand and foot due to lack of electrical power.

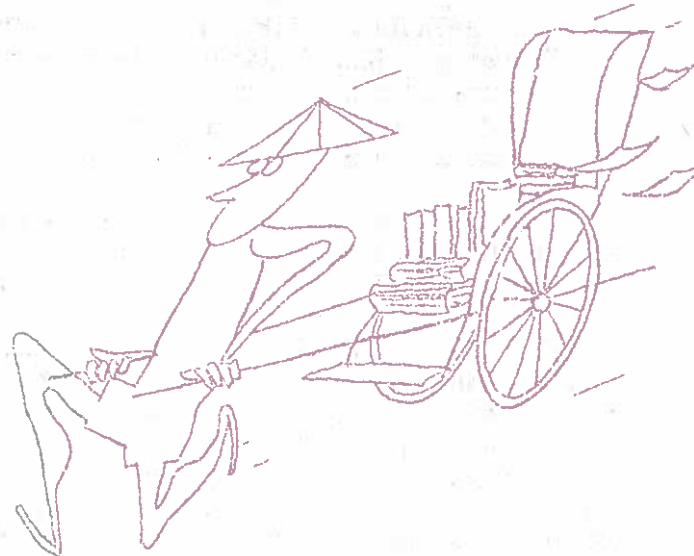
Leo continued with his education in spite of the difficulties, studying under exiled professors and teachers. When liberated by U. S. troops at the end of the war, he was

awarded the Distinguished Civilian Service Medal for his work with the China Service Command. After this organization was dissolved, he did social service work with refugees, helped locate missing persons and did immigration and public information work.

In 1948 Leo came to Chicago where he worked as an unskilled factory laborer, attending high school at night, primarily to learn the English language. What happened then but that he was drafted into the U. S. Army and sent over to help settle the Korean affair! Even while in the service, however, Leo continued to study. Before being discharged in 1952 he passed the USAFI High School Equivalency Battery.

Upon return to his old job at the Revere Camera Company, Leo was promoted to the production control department where he worked full-time until 1955, then part-time while going full-time to Roosevelt University. He received his B. A. from Roosevelt in Social Psychology.

Don't try to stop this man! He knows where he is going and has what it takes to get there.



CURRENT RESEARCH AT ORC

During the past year research has been proceeding at the usual prolific rate at ORC. Topics underway range from a type of mental ability test to determinants of design preference. Following is a brief description of some of the major studies presently in varying stages of completion.

Bob KELLY, working with Dr. TIFFIN, is developing a new type of merit rating system making use of critical incidents of job performance, in place of ratings based on judgments and memory of raters. Also aided by Dr. TIFFIN is Al GRUBER, who is developing a non-language mental test consisting entirely of geometric forms. Preliminary results indicate the test will be reliable, valid, and essentially unaffected by cultural background. Ray SCHUCKER is studying the validity of a Purdue Reading Test for industrial supervisors. Gil AUCLAIR is developing a new method for predicting turnover of industrial employees. John CHAMPION is developing selection instruments for prediction of success of children in commercial schools. Kay INABA is conducting studies on interaction of sensory effects.

Under the guidance of Dr. McCORMICK, Bob CHANDLER and Bob DUNLOP completed a study on validation of selection tests for apprentices in eight different crafts in an oil refinery. Duane JOHNSON is completing a factor analysis of work activities of motor vehicle mechanics. George PALMER has been working on the development of check lists of three types of worker functions: perceptual activities, decision-making activities, and work activities.

With Dr. KEPHART serving as mentor, Bob BRUNE has investigated estimations of distance when perceptual cues were altered. Chuck HAMMER did a study on tactual stimulation of size when the comparison object was a visual cue. Lionel MOSING has been working on a study to determine factors which underlie design preference.

There are, of course, other projects underway. These form a representative sample. Future issues of NEWSLETTER will carry other studies underway at ORC.

MIDWESTERN PSYCHOLOGICAL ASSOCIATION NEWS

The Midwestern Psychological Association Convention will be held at the Sherman Hotel in Chicago on May 2, 3, and 4. We are looking forward to seeing you there, so make plans now to attend.

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DR. LAWSHE TOURS PACIFIC

As a member of the Civilian Advisory Board of the Air Training Command, USAF, Dr. LAWSHE made a three week tour in November of Air Force facilities in Alaska, Shimya, Japan, Okinawa, the Phillipine Islands, Guam, and the Hawaiian Islands. The purpose of the tour was to acquaint the members of the Board with housing, recreational facilities, educational opportunities, and personnel policies of the Air Force so that they can make recommendations to the Commanding General of the Air Training Command with respect to problems associated with the retention of airmen on the one hand and with more realistic personnel programming procedures on the other.



Dr. LAWSHE had the simulated rank of general for the purposes of this tour, and he reports that the "red carpet" treatment which he encountered during the tour was really great.

NEW STUDENTS AT ORC

Fall enrollment this year brought 20 new students to graduate study in Industrial Psychology. Of these, 12 are striving for the Masters and 8 have PhD aspirations. All sections of the country are represented, and these students have attended some 24 different colleges and universities at various times in their academic careers.

Our artist, Doug HARRIS gives his interpretation of the new PAGESIPPER below. Blas may be present because Doug never misses a party!



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We are very interested in hearing your comments concerning NEWSLETTER. We welcome any criticisms, constructive or otherwise, and any suggestions as to how we can improve this publication.

Address your correspondence concerning this publication to : NEWSLETTER COMMITTEE, Occupational Research Center, Purdue University, West Lafayette, Indiana.

THE LOWEST GUY IN TOWN! ! !

This year's PAGESIP group boasts the membership of the lowest character in town! Who dat, you ask? We refer to none other than Keith TOMBRINK, the tail-gate of the "Haramaniacs," PAGESIP's answer to the Four Freshmen, the Hi-Lo's and Elvis Presley. This vocal group, composed of 4 "sober" PAGESIPPERS was organized during this past semester in answer to John PROCTOR's cry, "Let's live it up!" From left to right we find Keith TOMBRINK, bass, who's been known to get down under the floor boards; Hal PURDY, baritone, who's been known to ramble all over the scales; Bob TEARE, tenor, who's been known to get on the ceiling; and John PROCTOR, lead, who's been known to.

These guys can be seen at the best clubs in town, the Chesterfield, the Pub, and Harry's Chocolate Shop. "Singing?" Oh no! Drinking beer!

Their latest release is for Webcor, an independent tape recorder in the Hall of Music. When asked if they had been approached by any recording companies, they groaned and climbed under the floor boards!

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NEWSLETTER COMMITTEE

Paul Sorenson, Chairman
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 Doug Harris (Artist)
 Walt Storey
 George Palmer
 Cliff Williams

QUESTIONNAIRE

The purpose of this questionnaire is to give us information as to what has happened to you since you left school -- what industries you are going into, your areas of concentration, your allocation of working time, and your impressions of attitudes toward Industrial Psychologists in the field. A secondary purpose, but none-the-less important, is to enable us to bring our mailing list up-to-date.

Please enter your answers to the following

questions on the enclosed postal card and return the card to Dr. TIFFIN at your earliest convenience. The numbers on the card correspond to the numbers of the questions listed below. If your copy of NEWSLETTER was incorrectly addressed, please enter your correct address on the card as your return address.

These data are urgently needed, and we are counting on YOU to make the return 100%.

THE QUESTIONS:

1. How long have you been with your present company?
2. Do you work with other personnel specialists? How Many?
3. How many psychologists are employed by your firm?
4. What percentage of your time do you spend in the following activities?
5. What does your company think of Industrial Psychologists?
6. What are the prospects for graduating MS and PhD Industrial Psychologists in your type of industry?
7. How did you get your present job?
8. If you have changed jobs, with what industry were you formerly associated?

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