

PAGSIPP



NEWSLETTER

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PURDUE UNIVERSITY

"Solidarity Forever"

CURRENT RESEARCH

By Paul Olson

Several Pagsippers are involved in two major projects recently started.

One of these, concerned with research for the blind, is scheduled to run three years. The group is developing predictors which will aid counsellors in the assessment of the blind and predict success in the training and employment situations. They are further interested in determining the general effects of blindness with regard to the other aptitudes and activities of the individuals. The ultimate aim is to produce a group of tests "tailor made" for the blind in that they will utilize those cues which the blind use. Pagsippers here engaged are BOB TEARE, WALT JONES, and AL GRUBER.

Another group is doing research concerned with role play-

ing. They are at the moment setting up a measuring instrument for role playing research. Shortly they plan to work with conferences of foremen. Most of this phase will be on campus. With this group are BOB BOLDA, BOB BRUNE, GENE MAYFIELD and JOE STUBBS.

Ph.D. Research

PAUL PATINKA is interested in comparing subordinate opinion of certain foremen with management opinion of same. Further he has at hand some 18 statements concerning job changes which have been pair compared by these same foremen using a "if-my-job-could-change-in-what-way-would-I-like-it-to-change" criterion. He will subject these to a factor analysis with the hope of getting perhaps four central factors.

DOUG HARRIS is developing a test of creative ability in engineering. Six experimental

forms are now at the printers. He plans to run a rough initial item screening in December which will involve about 250 engineering students on campus.

WELD PREVRATIL will be working on a problem which will involve the collection of a great deal of criterion data on foremen. He proposes to select the best of these and conduct a factor analysis to select the basic factors. With these factors in mind, a foreman's score could be based on separate factor scores or a combination score.

DON DREWES is dealing with synthetic validity in his development of a synthetic dexterity test which will be based on the elements used in a predetermined time system. He hopes to have an instrument capable of testing the sequence of motion performances which will be usable without further validation.

LIONEL MOSING is engaged in the difficult task of finding some common dispositions which would be descriptive of creative people and which could be expressed in simple paper and pencil tests involving not more than an hour of the subject's time.

JOHN PROCTOR will be working on the development of an industrial criterion based on individual rate of movement.

GEORGE PALMER is developing a check list of job activities.

CHUCK HAMMER is doing a validation study of the Activity Vector Analysis.

GIL AUCLAIR is working up a biographical data sheet for selection of newspaper advertising salesmen.

DUANE KASTEN is doing work concerned with the effectiveness of closed circuit TV as a media for teaching.

M. S. Research

RUDY KAGERER has correlated the six parts of the Metropolitan Reading Readiness Test with the six parts of the Cross Weber Test of Muscular Strength and Flexibility. He reports some highly significant biserials, such as a .87 between school achievement and back strength.

BOB BLANCHARD is conducting a validation of personal history questionnaire for selection of farm tenants. Securing a questionnaire from both man and wife he is interested in the joint success of this man and wife team.

DICK MC CRACKEN is seeking to identify job families in terms of job elements as determined by a check sheet for hourly rated and non-exempt job activities. He is at present working with personnel at the G. E. plant at Evendale, Ohio, though in the future he will go to other plants and other jobs. He hopes finally to get synthetic validity on the

elements which make up these jobs.

KEITH TOMBRINK has built a successful device for testing a certain kinesthetic ability in a job which involves making final adjustments on electronic relays.

PAUL OLSON is winding up a human-engineering study involving reaction time in lever-pulling. Four lever positions and a range of five pressures were used. In addition, the reaction time was broken into components. Results indicate a clear superiority for one position, a systematic increase in time as pressure increases, and a range of differences in the components according to lever position.

HARRY AMMERMAN has become involved with the measurement of the stability of descriptive words as used in the job performance evaluation context.

RALPH VICTOR is involved in 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 the economic future.

JIM PATTERSON has plans for a project which will investigate the effectiveness of subliminal presentations of stimuli. While his subjects are looking at a movie, Jim will present a simple algebraic problem on the screen at a speed too fast to really be "seen." Afterwards he will ask

the subjects questions relating to the problems.

Consumer Research

With three Pagsippers now engaged in research in this general area, we felt qualified to include it as a major heading.

AND RADKINS has, of course, done a good deal in this field. He is presently winding up a study which sought to evaluate consumer reaction to a new tomato. He sought, by comparison with three well known types, to determine if the new tomato had a different taste and, if it did, whether it was preferred to the others tested. Results indicate that it did indeed taste different, but was judged about equally preferable to two of the comparison varieties and less preferable to the third.

DOUG HARRIS is conducting a study to determine the influence of display size in soap sales. He is comparing three different display situations in three local supermarkets.

RAY SCHUCKER and JOHN CHAMPION are working on a number of techniques for the scaling or partial scaling of product packages. Consideration will be given to such things as apparent volume, appetitive appeal, etc. They hope eventually to develop a method of pre-testing packages before they are actually put in use.

NOTE!!

A new section called "Letters to PAGESIP" will start with the next issue of the Newsletter. The purpose of this section is to aid alum Pagsippers in keeping in touch and newer Pagsippers in learning what the alums are doing. This section has been asked for in letters received by the Newsletter Committee. We hope the new section will be made a success by your many letters!

O.R.C. NOTES

By Paul Patinka

A new book, entitled "Human Engineering" has recently rolled off the presses of the McGraw-Hill Publishing Company. This book written by Dr. E. J. McCormick, fills a gap in a relatively new area of psychological research--the application of psychological principles to engineering design. Intended primarily as an introductory text, probably the first in the area, this work provides a comprehensive coverage of the problems and research that have occupied those engaged in the study of human engineering. The fact that the book is written in essentially non-psychological language should make it extremely valuable to engineers.

Considering the existing need for a book of this type as well as the fine quality of the

material presented, it is difficult to see any but a bright future for it. Good luck to Dr. McCormick.

The fourth annual seminar series entitled, "Psychology in Management," is currently in progress. The schedule for the seminar is as follows:

October 2, Dr. E. B. Greene, Supervisor, Research and Testing, Chrysler Corp.

October 9, Dr. Walter R. Mahler, President, Mahler Associates.

October 30, Dr. Joseph J. Ray, Director of Management Development Programs.

November 13, Mr. J. Kay Felker, Administrative Engineer, General Engineering Division McDonnell Aircraft Corp.

November 27, Dr. Donald E. Baier, Research Analyst, Engineering Services Research, General Electric Company.

December 11, Dr. Harold C. Taylor, The W. E. Upjohn Institute for Community Research.

January 8, Dr. L. R. Gaiennie, Director, Industrial and Public Relations A.C. F. Industries.

During the Week of November

4-8, Drs. Lawshe and Tiffin took part in conducting the 1957 session of the Personnel Testing Institute, a one week intensive course, designed to familiarize personnel people and employment managers with the practical application of psychological testing in business and industry. Over the past eleven years, more than 600 people have attended the Personnel Testing Institute.

A further tribute to status in the field of industrial psychology of the members of the O.R.C. may be seen in the fact that Dr. Lawshe is the current President of Division 14, the Division of Industrial and Business Psychology of the American Psychological Association, and that upon completion of his term, he will be succeeded by the president-elect, Dr. Tiffin.

A tragic note in this issue of the Newsletter is to be found in the announcement of the death of Ken Oliver on October 22, 1957. Ken received his Master's degree in Industrial Psychology from Purdue in 1947, and for a number of years was employed by the Creole Oil Company in Venezuela. His most recent position was with the Ford Motor Company.

Walt Storey, who completed work for his Ph.D. early this Fall, has taken a position with the B.F. Goodrich Company in Akron, Ohio. Walt's title is Corporation Consultant, Training and Personnel Research Division.

On October 4, a group of

Mexican Personnel Directors, traveling under the auspices of the Council for International Progress, visited the O.R.C. at Purdue, at which time they heard presentation by the Staff members on the various areas of Industrial Psychology.

A staff-sponsored tea was held Sunday afternoon, October 20, for graduate students majoring in Industrial Psychology and their wives.

Latest count shows that there are exactly fifty graduate students majoring in Industrial Psychology at the present time.

Dr. Harry F. Harlow, President of the American Psychological Association, will be at Purdue as a Sigma Xi speaker on January 16. He will also speak at an open seminar.

TIPPECANOE AND ALL THAT
By Sam Mudd

God Save The Working Class!

As if to test the dictum of HRM Victoria that incessant border wars are necessary to the vigor of empire, Viceroy Schucker of PAGESIP dispatched a party of renegade organizers under the lead of "Alfa-Bob" Teare to incite the natives on the lunatic fringe.

The tribe was amply provided with grape and cannister from the

village pump. Rare and exotic dishes graced the festive board--tube steaks ala everything, baked beans flown in at great expense from Boston, cole slaw from Uncle Joe's Cabbage Patch--bully beef and biscuit were forgotten; the garrison took on a festival air.

The natives, normally of the restive and nearsighted type, broke through the thin veneer of the sedentary life and took up the pagan ways of happier days. Fires were fired, waters decanted, libations poured. Ancient sagas took on renewed life in the ears of the young bucks. Battle songs were sung with vigor; chants were sung with reverence and feeling. The frenzied gyrations of tribal dances were accompanied by the reed-pipe and dried gourd combo, featuring Ray Schucker at piano, Lionel Mosing on trumpet, Jim Robbins on valve trombone, and Mal Purdy thumping on what appeared to be two inverted cottage cheese boxes.

Attn: Marge Patinka-- your husband had his coat on at six o'clock, just like you told him but John Champion wouldn't let him go home.

The feature event of the evening was a game of Statistical Charades. Walt Jones acted out three standard deviations (to the wind). Ned Rosen's 45 degree list was misinterpreted as being a linear regression curve (it appears he was just walking by while looking for the men's room). The ladies' auxiliary

entered a bimodal distribution, but it was disqualified on the grounds of questionable validity.

Mac the McCormick brought the game and the evening to a discrete and timely end just as John Proctor was about to resolve the Kinsey Report Paradox by explaining how the normal curve of biological activity could contain six standard deviations.

Attn: Mary Champion--your husband had his coat on at six o'clock, just like you told him, but Paul Patinka wouldn't let him go home.

So, thanks to the work of the Teare irregulars, the PAGSIP insurrection was successful, and the tribe returned to the reservation with renewed loyalty to the Crown.

God Save the Working Class!

NEWSLETTER Staff:

Doug Harris - Editor
Paul Olson
Paul Patinka
Don Drewes
Jim Robbins
Sam Mudd
Warren Blumenfeld

NEW MEMBERS

By Warren Blumenfeld

This year's new membership fairly well covers the sectional areas of these forty and eight. I don't suppose it would be a representative sample if there wasn't someone from Texas.

At least that's what CLYDE FOWLER tells me. Clyde, who is from Texas, incidentally, has a B.A. from S.M.U. and an M.A. from Texas Tech. He was guided here by Dr. J.E. Kuntz, a Purdue alumnus. While in the Navy, Clyde bided his time working in a neuro-psychiatric unit. He is married and is interested in sports and photography.

By way of Grinnell College and the University of Minnesota comes EUGENE MAYFIELD. Gene has his M.A. from the latter institution. Chicago claims him. He has recently completed two years "serving with the finest."

WELD PREVRATIL, who has his M.S. from Purdue, has returned and is seeking his Ph.D. Since leaving Purdue, Weld has been employed by General Motors. He and his wife now give Flint, Michigan as their home address. Weld is another photography enthusiast.

The University of South Dakota sends PAGESIP JAMES ROBBINS whose background is Music to the tune of a B.F.A. and an M.M. Jim has taught at high school level.

Plays most brass instruments, and sings any and all parts. He spent a pair of years with Uncle, but now Purdue and Mrs. Robbins have him.

Then there's NED ROSEN--A.B. Antioch College, M.A., University of Illinois; 214, U.S. Army. Both Ned and his wife, Doris, are from Cleveland.

From the Great Northwest--Seattle in particular--the University of Washington sends ROBERT DEAN, complete with B.S. and M.S. Bob drives an MG and is married. What else is there to say?

The batch of "Pleeb's" include two Hoosiers--AL CRAMBERT and WARREN BLUMENFELD. Al has his B.A. from Wabash College. He is interested in sports and a girl from DePauw University. Warren is a product of Indiana University. Two years of Military service--as it were--have made him broad-minded enough to acknowledge the existence of Purdue. While a government employee he worked in the selection phase of the Army's testing program.

JIM BROWN, whose home is in Washington, D.C., comes to Purdue with a B.A. from Wesleyan University (Connecticut). Jim credits his Dad, a psychologist presently working with the government, for influencing him to come to Purdue. Jim does--and is interested in--most everything.

Another midwesterner is TOM

LEIDY. Tom and his wife both come from Neward, Ohio. He has a B.A. from Miami (of Ohio) University. While we're on the subject PAUL OLSON is a Chicagoan with his B.S. from the University of Illinois. JAMES NAYLOR is a local product--having received his B.S. from Purdue. To complete the midwest contingent, Milwaukee has supplied NORMAN VINCENT-- who enjoys baseball. Incidentally Norm is a graduate of the University of Wisconsin. He spent his Army time with the Military Intelligence. Norm is married.

Again from the state of Washington, this time Whitman College, comes WILLIAM OSBORN. Bill and the better half are from Olympia. Bill has given up the Army (after 21 months) in favor of Purdue and Bridge. While we're still out West, let's pick-up DOUGLAS SNYDER as he progresses from Casper, Wyoming to Westminster College in Salt Lake City to the State University of Iowa, where he was awarded a B.A. in Psychology. Doug played collegiate basketball at both schools. We think he is tall. He's as tough on the Bridge table as he is on the Boards.

The contribution of the East is two-fold--SAM MUDD and JERRY WEISBRODT. Both have completed tours with the Air Force. Sam is from Hummelstown, Pennsylvania. He has a B.A. in Biology from N.Y.U. His credits in Psychology were accumulated at West Texas State College. His service experience includes counseling Air

Force prisoners. Jerry is interested in sports, photography and Bridge.

With our apologies to any and all whom we may have abused, slighted, or neglected--these are the new PAGESIPPERS.

Like the man says, "Welcome, Fellow PAGESIPPER."

PAGESIP ATHLETICS

The softball team rallied around the pitching of KAY INABA to win their last 5 games of the season and reach the second round of playoffs.

DOUG SNYDER, 6'8" player coach of the Pagsip Anov basketball team, has been stressing defensive play, as well as a well oiled offense. The team has responded by only occasionally letting their opponents have over 10 points in a game. Season's record to date is 7 wins and 1 loss.

PAGESIP SEMINAR OPENS

The first of a series of PAGESIP Seminars was held Wednesday, November 6. Lionel Mosing, Chairman of the curriculum Committee, inaugurated the series with a brief outline of the purpose and procedure of the program.

Generally, the seminar is designed to provide each member of PAGESIP an opportunity to become familiar with the various research projects being conducted singly, or in groups, by other members of PAGESIP. In order to represent all phases of research, the program procedure provides three functions:

1. To present completed research.
2. To describe current research.
3. To provide a sounding board for research ideas to those members who have not yet committed themselves to a specific research area.

In this first session, AL GRUBER reviewed the history and development of his Purdue Non-Language Personnel Test which is a "culture-fair intelligence test providing a major instrument for measuring non-verbal intelligence.

DOUG HARRIS applied the method of reciprocal averages to the weighting of personnel measures. Data gathered from an industrial sample indicated that this method of weighting various measures of a common variable is effective in developing a final set of personnel measures with a high internal consistency.

BOB TEARE discussed the

problems and objectives of a study of the blind as it is being currently developed for the Department of Health, Education and Welfare.

The success of this first PAGESIP Seminar was best seen in the lively discussion of the various aspects of research presented. The calibre of the work being done speaks for itself.

Abstracts of each presentation will be available in the seminar, or by contacting a member of the Curriculum Committee.

LETTERS FROM RECENT GRADS

By Don Drewes

In case you're wondering what fate has befallen our recent grads.....

KAY INABA has accepted the position of research psychologist with The Martin Company at Denver, Colorado. His work at present is primarily systems research in such areas as logistics, maintenance, and human engineering. He reports that his primary task has been the determination of possible areas of research which could be undertaken by his section.

NORM LYFORD has accepted a position with Wyeth Laboratories as a Personnel Assistant at their Radnor, Pennsylvania headquarters. His first two months were spent learning the fine points of

employment by interviewing some 150 people. He is now validating the Wonderlic for use in branch operations and, as part of the job of learning the wage and salary business, he is working on the first of some 250 job descriptions. Incidentally, Norm and his wife are the proud parents of a baby girl, born September 3rd.

JOHN DRESSER is with the Whirlpool Corporation of Clyde, Ohio, where he handles salary administration for the weekly salaried personnel. His job includes some testing, placement, promotions, salary increases, leaves of absence, etc., as well as keeping all salaried organizational charts and job descriptions up to date. The current project in his department is the development of a point system of job evaluation.

BOB KELLY is with A. T. Kearney & Company, Chicago, a consulting firm in Engineering, Control, Marketing, and Industrial Relations. Some of his past activities have included the designing of a sales training program, the development of executive and consulting staff selection programs, the development of a quantitative approach to job evaluation, and the evaluation of executive and technical staff personnel. He has participated in a community survey to determine the advisability of plant expansion, and has performed a personnel and organizational study to recommend developmental

and training moves for executive personnel.

CLIFF WILLIAMS who left here last August, is teaching industrial psychology and statistics at Baylor University, Waco, Texas, and has been working for a local firm in the selection and training of salesmen. He hopes to receive his Ph.D. degree this January and plans to enter industry at the close of the current teaching year.

BILLY MODISETTE, one of our most recent grads, is in the process of tracking down employment leads, both domestic and foreign.

DON KING is now a faculty member of ORC. He is currently dividing his teaching time between the Psychology Department and the Industrial Management Department.

BILL SCOTT also stayed with Purdue University, and is employed on the staff of the Clerical Service Personnel Department located in the Engineering Administration Building.
