

# PAGSIP

# NEWSLETTER

PURDUE UNIVERSITY, WEST LAFAYETTE, INDIANA FEB 1964 ~~NO. 10~~

## PAGSIPPERS GO TO INDUSTRY

Strange, isn't it, how many familiar faces are missing at the first regression session of each new year? Don't be alarmed - the possessors of said faces have not necessarily taken the pledge - they may be - ugh - working

Al Fisher who received his PhD last June has accepted a position as Research Assistant for the Nationwide Insurance Co. in Columbus, Ohio. Al's duties are in the area of Advertising research and personnel psychology. The former concerns mainly assessing consumer awareness of insurance companies and the relationship of this to preference and ownership indexes. In the personnel line he is involved with some criterion work assessing the effects of variables such as tenure on sales. For pleasure, Al reports working with a well-constructed model in simulating the effects of different policies on the company. Unfortunately she's a mathematical model.

~~(Editor's note: Mr. Fisher is still single)~~  
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## "WELCOME HOME"

Professor Joseph Tiffin returned to Purdue University to take up his duties in ORC on January 1, 1964. For the last six months he has been on a leave of absence in Palo Alto. During this time, he has worked on the revision of the text Industrial Psychology, published by Prentice-Hall, Inc., which he has co-authored with Professor Ernest J. McCormick. We understand that Professor Tiffin also found time to visit Hawaii, Florida, and the Caribbean during his leave. All PAGSIP joins in heartily welcoming Professor Tiffin home.

## KING NAMED ASSISTANT TO DEAN OF GRAD SCHOOL

Effective September 1, 1963, Professor Donald C. King was appointed to the position of Assistant to the Dean of the Graduate School. The appointment was for three years and will expire September 1, 1966. Among psychology faculty which have been chosen for this position in the past, Professor King follows Dean J. C. H. Lawshe who held the same position about ten years ago. Lawshe is currently Dean of Purdue University Extension.

The duties of the Assistant Dean of the Graduate School include, first, acting as chairman of the social science area committee of the Graduate Council. This committee is charged with advising the Graduate Council regarding new course proposals in the schools of Humanities, Social Science, and Education; Industrial Administration; and Home Economics.

Assistant Dean King will chair the committee which is responsible for administering National Science Foundation fellowships on the campus. Chairing a committee which has prepared recommended changes in university requirements for the PhD will also be a part of his new responsibilities. However, Professor King will continue to be associated with ORC as well as with the Graduate School.

## PAGSIPPERS GO TO INDUSTRY

Dr. William C. Byham is now with Kenyon and Eckhardt, Inc., in New York City. Bill is using his psychology background to good advantage in performing both administrative and personnel functions. Bill, by the way, also finds time to take an active part in the civic affairs of his adopted City, and of the nation. He's currently acting as Associate Research Director of the National Society for the Prevention of Juvenile Delinquency.

Dick Holland, a recent prelim-passer, is doing human factors work for the Land Locomotion Laboratory of the U.S. Army Tank Automotive Center located in Warren, Michigan. Dick and his colleagues are using simulation techniques in attempting to scale the psychological roughness of different types of random vibrations. If they succeed, design engineers will be better able to predict the roughness of a vehicle ride before the vehicle leaves the drawing board stage.

Many PAGSIPPERS will be glad to know that Guy Frazier has finally submitted a draft of his thesis. After all these years, Guy!

Dan Glasner, a '62 Alum, is employed by Eli Lilly in Indianapolis. Dan is working in the training section of the company, under the guidance of Dr. Ruben Shevitz.

Former PAGSIPPER, Dr. Gerald Rabideau, Chief, Human Factors Analysis, Apollo Life Systems, Space and Information Systems Division, North American Aviation, has been appointed Editor of the Human Factors Society Bulletin, effective January 1, 1964.

## PAGSIP PICNIC

In spite of the drought, it was a "wet" day at the Hills on that "perfect day in October" when PAGSIP held another delightfully successful picnic. The major athletic event of the afternoon was a sound stomping of the "old grads" by the "new grads" in the traditional football game. (Just wait till they've been here a few years!) After the game, the married couples gained their sustenance from hamburgers as single PAGSIPPERS and their dates devoured thick, succulent steaks. This practice also seems to be fast becoming a tradition at PAGSIP picnics. Many thanks from all of us go to the co-chairmen: Mike Rosenfeld and Paul Leitch, and to the committee: Bob Means, food, and Joe Zuro, "beverages."

## RECENT DEVELOPMENTS

Professor Karl Weick will work with Professor Donald King this year in teaching a course in organizational behavior. This course, listed as psychology 681-682, has become a requirement for the Master of Science degree in Industrial Management.

Mrs. Evelyn Perloff, Ph.D., began teaching a course in industrial training, psychology 574, as of September 1963. Her new duties will include teaching one half time. The remainder of her time will be spent as advisor to the undergraduate psychology majors. For the enlightenment of new PAGSIPPERS, Mrs. Evelyn Perloff is Professor Robert Perloff's wife!

Professor Robert Perloff's current "extra-curricular endeavors" include editorship of "Industrial Psychologist," the newsletter for Division 14 of the A.P.A. He has recently accepted the post of field reader and evaluator of contract proposals for the Department of Health, Education, and Welfare, under the small contracts program.

Professor E. J. Asher reported the following new additions to the psychology staff for the fall of 1963: Professor Howard Ranken, Ph.D., in experimental, Professor Robert Toal, Ph.D., in clinical, and Professor Floyd Irvin, Ph.D., in counseling. Visiting Professor George Karas, Ph.D., in experimental, has been taking the place of Professor Victor Denenberg while he has been on leave of absence at the University of Cambridge, London. Also, Professor Charles Smock is at Piaget Institute in Geneva, Switzerland.

With the retirement of Professor H. H. Remmers in July of 1963, the Division of Educational Reference <sup>has been</sup> abolished. ~~The~~ Counseling and testing functions of ~~this division~~ were transferred to the Psychology Clinic, ~~Education Building~~. ~~The~~ Testing, institutional research, and opinion polling are ~~now carried out by the~~ Measurement and Research Center, ~~located~~ in Agricultural Hall Annex under Dr. J. A. Weisbrodt, Director, and Dr. A. R. Starry, Assistant Director.

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# PAGSIP "OLD HOME WEEK" AT HUMAN FACTORS CONFERENCE

Each fall practitioners involved in human factors work in industry and the armed services meet at the nationwide Army Human Factors Research and Development Conference. Personnel from relevant engineering areas and potential contractors are also invited to the two day annual conferences, at which papers are read and symposia conducted related to the progress and problems of human engineering work in the army.

This year's conference, held on October 28-29, was attended by approximately 200 participants, not the least valuable of whom were distinguished PAGSIP Alumni. In addition to Professor E. J. McCormick of the ORC staff, the following old PAGSIPPERS were in attendance: Robert Sleight, Alan Gruber, Ted Krein, Jack Dunlap Jr., Charles Hammer, Arthur Drucker, Gilbert Miller, Jesse Rupe, and Dennis Canyon.

## PROGRAMMED LEARNING

Programed Learning, Psychology 590A, is being offered on Monday evenings in Stanley Coulter Hall by Professors Darby, Feldhusen, and Perloff. The three professors have all been interested in the topic of programed learning, and, since this area has become so popular, they decided to offer the course as a joint effort this year on a trial basis.

The purposes of this course, as noted in the announcement, are threefold: first, to help the student understand how various learning theories relate to programed learning; second, to help him understand research on programed learning; third, to help him understand the technical aspects of the development, application, and evaluation of programed instruction.

Each of the professors has been presenting the aspects of programed learning which are of special interest to him. Professor Darby has been lecturing on the history and theory; Professor Feldhusen, on research, development, and evaluation of programed learning in education; and Professor Perloff on using and evaluating programed learning as it relates to industry, government, and to consumer behavior.

## RESEARCH DEFINITIONS

In order to facilitate professional communication among those of us PAGSIPPERS that can read, the Editors of the PAGSIP Newsletter are propounding the following research definitions with the hope that the research presented in the next edition will be understandable to at least the esoteric few who read this newsletter regularly:

IT HAS LONG BEEN KNOWN - I haven't bothered to look up the original reference.

OF GREAT THEORETICAL AND PRACTICAL IMPORTANCE - Interesting to me.

WHILE IT HAS NOT BEEN POSSIBLE TO PROVIDE DEFINITE ANSWERS TO THESE QUESTIONS - The experiments didn't work out, but I figured I could get publicity out of it.

THREE OF THE SAMPLES WERE CHOSEN FOR DETAILLED STUDY - The results of the others didn't make sense and were ignored.

TYPICAL RESULTS ARE SHOWN - The best results are shown.

PRESUMABLY AT LONGER TIMES - I didn't take the time to find out.

THESE RESULTS WILL BE REPORTED AT A LATER DATE - I might get around to this sometime.

THE MOST RELIABLE VALUES ARE THOSE OF JONES - He was a student of mine.

IT IS BELIEVED THAT - I think.

IT IS GENERALLY BELIEVED THAT - A couple of other guys think so too.

IT MIGHT BE ARGUED THAT - I have such a good answer for this objection that I shall now raise it.

IT IS CLEAR THAT MUCH ADDITIONAL WORK WILL BE REQUIRED BEFORE A COMPLETE UNDERSTANDING - I don't understand it.

CORRECT WITHIN AN ORDER OF MAGNITUDE - Wrong.

IT IS TO BE HOPED THAT THIS WORK WILL STIMULATE FURTHER WORK IN THE FIELD -

This paper is not very good, but neither are any of the others on this miserable subject.

THANKS ARE DUE TO WILLIAM OWENS FOR ASSISTANCE WITH THE EXPERIMENT AND TO B. J. WINER FOR VALUABLE DISCUSSIONS -

Owens did the work and Winer explained to me what it meant!

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