

# THE P A G S I P NEWSLETTER

PURDUE UNIVERSITY, WEST LAFAYETTE, INDIANA

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## CONSUMER COURSES ADDED TO CURRICULUM

Three new course offerings in the area of Consumer Psychology as well as a fourth, given previously, will constitute the core of the new Consumer Psychology curriculum. The three new courses given for the first time this year are "Consumer Psychology," "Methods in Consumer Psychology," and "Analysis of Published Research in Consumer Psychology." The former two courses are at the graduate/undergraduate 500 level while the latter is a graduate-600 level course. Previously given was a "Seminar in Consumer Psychology."

## ALUMNI - NOTE

The staff is planning to meet informally with Alumni at IAPA in Chicago this spring to consider the idea of having a short-course seminar for alumni in new methodology, research, etc. Staff members are interested in obtaining suggestions as to the timing of such a project and the topics to be covered. Views as to the pros and cons of the project will be welcomed.

## ACADEMIC JOBS GAIN ATTENTION OF P A G S I P P E R S

Job competition for PhD graduates of the Purdue Industrial Psychology program is continuing to be fierce as academic positions, increased in attractiveness, are giving the traditional haunts of P A G S I P P E R S, industry and government, a battle.

The talk which is being hatted around the monthly regression sessions held after P A G S I P meetings, is that more and more of the current crop of PhD candidates and near-candidates are seriously considering the possibility of academic positions.

Statistics confirm this trend. Five Industrial Psychology graduates in the past two years have entered academic posts. This compares to a total of only ten teaching positions accepted out of a grand total of 54 PhD graduates from the entire Psychology Department during the period August 1959 through June 1961. In addition, a sixth P A G S I P P E R, Bill Leftwich, took a teaching position at the University of Richmond, Virginia, when he received

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## WOMEN PAGESIPPERS?!

As a group, PAGESIPPERS have been known in the past to measure quite substantially on the masculine side of the Strong -- a noble trait for Industrial Psychologists. However, in all fairness, it must be reported that a recent readministration of this inventory has revealed a sudden shift towards the "feminine" side of the scale. "Aha, I knew it all the time," some of you will say; and others, "Well, for pity sakes, did you ever?" Before hypothesizing hastily, PAGESIPPERS, consider two recently introduced independent variables that account for a good deal of this startling shift; Flo and Judy (Mrs. Florence E. (Sally) Schillmoeller, and Miss Judy Dyer) have recently graced our PAGESIPP ingroup with their delightful presence.

Flo received her A.B. in psychology from the Catholic U. of America and plans to obtain her M.S. in the near future -- emphasis on personnel work. As an assistant to Prof. Perloff, she is very busy, this being quite a task considering the time she devotes to her lovely 4 month old daughter, Mary Beth. Flo's husband is presently with Merrell Richardson Drugs in Chicago, but after January, he'll be with Uncle Sam.

Judy is our second magnificent announcement. A native Boilermaker (B.S. in political science), she hails from Glen Ellyn, Ill., and is working quite diligently for her M.S. by August. Extra-curricular activities include a sincere interest in bowling, giving members of this year's PAGESIPP bowling league a big morale boost (as long as she is not on the opposing team) on Saturday afternoons. Asked how she felt about the favorable sex ratio in the Department, Judy's response, "At first I was treated as an oddity, but now I'm just one of the boys," was quite revealing, although we still don't believe it.

All in all, we males are quite satisfied with the arrangement, in spite of all the sacrifices that must be made, including Peter Leon's jokes at PAGESIPP meetings. Let's have more of the same!

## STUDENTS WORK FOR PEACE CORPS

Graduate students seldom have the chance to combine off-campus practical research experience with activities of direct and immediate contributions to emergency programs undertaken by the United States government. A notable exception to this rule was revealed recently, when it was learned that George Gordon and David Peters responded to an urgent call last summer by officials of the Peace Corps in Washington.

For several weeks, Gordon and Peters, along with a handful of other young psychologists, applied their knowledge of psychological measurement techniques to the development of what now promises to be a significantly improved version of the "Peace Corps Volunteer Questionnaire." The revised form, pretested this fall, enjoys several advantages over the earlier model: it provides for more comprehensive background information about Peace Corps candidates, reduces administrative costs and delays caused by expensive and time-consuming follow-up inquiries formerly required by the inadequacies of the older edition of the questionnaire, and increases the ease and accuracy with which the Peace Corps aspirant executes the application form. Moreover, the new form was developed by Gordon and Peters on the scene in Washington, saving the government the considerably greater costs the Peace Corps was apparently prepared to invest in procuring the services of consultant specialists in questionnaire preparation.

They were busy...

On and off campus PAGESIPPERS were busy--  
--at the Indiana State Fair last August Al Fik's ran a demonstration exhibit for the Purdue Psychology Department.  
--many industrial majors attended sessions of the Purdue Programmed Learning Conference under the direction of the Psychology Department's Professor Charles Darby.  
--Don Myers and Dick Snow were active as hosts for an international seminar in Instructional TV.

# VARIED RESEARCH BEGUN

One large midwestern manufacturing company advertises the firm as "where research is the key to tomorrow." At ORC "research is the key to a PhD." The within ORC research variable is quite significant. Some ingenious examples include a study

under the direction of Professor W. A. Owens, in which Paul Kelley has administered the Army Alpha to 97 of the original 201 college freshmen who took it at Iowa State in 1919. Dr. Owens administered the Army Alpha to 127 of the original 201 in 1950. He found that test scores actually increased during the 39 year period rather than declining with age as most cross-sectional studies have shown. Although the results of Paul's re-testing have not been completely analyzed, this complete study promises to be an outstanding longitudinal study of intelligence.

The dual allegiance of workers is under study by Don Wass. Professor King is directing this research. Don has developed an attitude scale which is administered to workers twice, once as themselves and once as though they were a member of management. Management people take the scale as themselves and as though they were union members. Eventually the prounion and promanagement attitudes will be correlated against production.

Working under Professor Robert Perloff, Larry Skurnik has developed a test of investment knowledge. The test is comprised of interest-attitude items and of questions used in Professor Erselchuk's course in investments. The test was administered to the members of several investment clubs and to Wall Street stock brokers. Larry has found a significant profile difference between club members and professional brokers.

Dick Snow has been working on a grant from the U.S. Office of Education, Title 7, under Professor Joseph Tiffin. This project deals with the use of filmed demonstrations in introductory physics courses here at Purdue, and has been in process two years. Some forty criterion variables were used. The results for the first year favored the filmed

demonstrations; however, the second year results were inconclusive. The second year inconclusiveness was probably due to the fact that the group order was reversed and the instructor had the opportunity to see the filmed demonstrations before he presented the instructor demonstrations to the control group. Also, there was considerable cheating between classes during the second year.

George Gordon and Bill Cunningham are working on a Bureau of Naval Research Contract under the direction of Professor E. J. McCormick. George and Bill are identifying and quantifying dimensions of worker activities. An exhaustive list of possible activities has been broken down into several homogeneous sub-groups such as communications activities, mental activities, supervisory activities, physical activities, and environmental factors. Examples of these groups might be interaction with others (whether a worker receives conflicting orders from two or more bosses) and threats to personal integrity (such as a prohibitionist being forced to take a job in a brewery because he could not get any other job). These activities are presented in check lists, rankings, sortings, ratings, etc., to quantify them. Eventually George and Bill hope to be able to match people with job activity profiles. As yet there are no conclusive results; however, George reports fair reliability coefficients on some of the scales which have been developed so far.

As you can see from these brief descriptions research is still a major emphasis at Purdue. Often it is discouraging, but "hope springs eternal in the heart of the researcher."



# PROFS GAIN TOP POSTS

With the Faculty...

...Professor B. J. Winer has been appointed Managing Editor of Psychometrika, the leading journal devoted to quantitative methodology in psychology. Dr. Winer's new book concerned with experimental design is being readied for spring publication by McGraw-Hill.

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...Professor E. J. McCormick has been elected as a member of the Executive Committee of the Division of Industrial Psychology of the APA, and as a member of the Executive Council of the Midwestern Psychological Association.

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...Professor W. A. Owens has been elected a Member-at-Large of the Executive Committee of the Division on Maturity and Old Age of the APA.

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...Professor H. H. Remmers has been designated Regional Coordinator for Project Talent, a study sponsored by the U.S. Office of Education and other federal agencies. The immediate objective of Project Talent is to compile an accurate inventory of the country's aptitude resources—the kinds and amounts of skills available in our high school population.

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...Professor Robert Perloff has been appointed abstractor for the Psychological Abstracts of articles of psychological importance appearing in the Journal of Advertising Research and in Media/Scope.

## STAFF

Dan Braunstein, editor; Ivan Ross, Frank Price.

ATTEND MPA . . .  
May 3-5, Hotel Morrison, Chicago



# PRESIDENT'S BOX

Last year, under the able leadership of Sam Mudd and Jerry Weisbrodt, PAGSIP prospered. This year we hope to keep up the pace by increasing the library facilities, by encouraging MPA and APA papers by PAGSIPPERS (both those now in school and those rich ones outside), by pushing for increased attendance at Division 14 APA meetings (to support Dr. McCormick and Purdue participation), by operating a bigger and better MPA party (this project grew to a \$350.00 volume last year in Chicago), and by attempting to establish some inter-university contacts with other industrial graduate groups.

We welcome any comments which alumni may wish to contribute regarding job opportunities. Good 'sipping.

*Jack Larsen*

## ACADEMIC JOBS (continued from page 1)

his degree in September. Other PAGSIPPERS have recently accepted posts at Cornell, Ohio State and Wichita Universities, and Wabash and Gettysburg Colleges.

Professor E. J. Asher, Psychology Department chairman, acknowledges that he has had an unusual amount of requests from Industrial Psychology candidates for information about teaching positions. The reasons for this, he stated, are that colleges, faced with staggering enrollment increases, are boosting salaries and liberalizing working arrangements in order to give teachers a chance to devote more time to lucrative consulting arrangements. Thus, the colleges can appeal to graduates by providing chances for industrial research in addition to teaching responsibility. However, Professor Asher added, industry still has been offering much higher salaries, and only the larger, better known schools can compete.

The June 1961 edition of the Alumni Directory shows 31 grads in academic positions out of 181 surveyed.