

PAGSIP

newsletter

PURDUE UNIVERSITY, W. LAFAYETTE, INDIANA

JANUARY, 1965

SOLIDARITY FOREVER

NEW STAFF

The Department has been fortunate in past few months to have several new staff members join its ranks. These men bring both tried experiences and future promise. Each is contributing uniquely to our graduate program; some in areas not previously afforded us. We welcome the following new professors:

Dr. John Boulger joins us following a stint with the Peace Corps during which he worked on selection procedures for the volunteers. Boulger has had various other governmental and industrial experience in the US and South America.

Dr. Hubert Brogden needs no introduction to the industrial psychology profession: his work with the Army Personnel Research Office is well known. At Purdue he is teaching factor analysis and tests and measurement, and next semester will offer a special topics course dealing with personnel decisions and test theory. He is currently writing a book on tests and measurement.

Dr. Michael Driver, a Princeton graduate and Psychometric Fellow, comes to Purdue after a two-year term in the Army. He was stationed at Ft. Benjamin Harrison, Indianapolis, and worked there as a psychologist. Driver's interests include social psychology and is presently offering a course in multi-dimensional scaling.

Dr. John Sherwood holds a joint appointment with the Industrial Management school and is currently teaching organizational behavior in the MSIA program. In the future he will offer other social industrial courses.

MCCORMICK RECEIVES FULLBRIGHT LECTURESHIP, WINS CATTELL AWARD

Dr. Ernest J. McCormick has recently won two important awards: a Fulbright Lectureship at the Catholic University in Milan, Italy, and the 1964 James McKee Cattell Award.

After several months of anxious waiting Dr. McCormick finally received notice in the spring from the Fulbright committee that he had been awarded the lectureship. After a summer of preparation, the McCormicks departed for Europe in August. After a few weeks of travel, preparation, and study, they settled in Milan for the school year. Mac will lecture, in English, in human factors. (The McCormicks' address is Via Carlo Dolci, 28, Milan).

The Cattell Award, recommended by a
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BINGHAM LECTURE

Purdue University has been chosen as the site of the Twelfth Bingham Memorial Lecture to be delivered by Dr. Philip E. Vernon of the University of London. The lecture, entitled "Ability Factors and Environmental Influences," will be delivered on April 21, 1965.

The annual lectureship was suggested by Walter V. Bingham in his will to call attention to the importance of the discovery and development of talented persons, and to do honor to those psychologists and institutions contributing to the advancement of this

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It seems to me that many exciting developments have been transpiring around the Department in the past few months. The articles in () Newsletter relate only some of them. I would like to lend emphasis to a few.

Our present officers have spurred more activity than witnessed in a long time. The new staff members are adding new ideas and new vitality to our program. Mac's awards and the Bingham lectures are only symbolic of the past achievements and the many talents of all of our staff. The closer association that is developing with the I.A. school, noted in several articles, can only benefit both. Mitchell's curriculum study committee is generating invaluable thought to our graduate training. The jobs garnered by our recent grads are impressive.

I take the editor's prerogative to editorialize and say that the staff and students should be proud of their accomplishments and should look forward to "good times ahead."

George Thornton

Bingham, continued

branch of personnel psychology. Bingham's wishes have been carried out by his wife and the APA in their support of the "discovery of () talented" lectures. Previous lecturers, and the institutions at which they spoke, have been: L. Terman, UC, Berkeley; L. Thurstone, Columbia; D. Paterson, Ohio State; C. Burt, London; E.K. Strong, Minnesota; Guilford, Stanford; D. Wolfe, Columbia; J. Stalnaker, Carnegie; D. MacKinnon, Yale; and N. Mackworth, Penn State.

Thus, Purdue has been honored again for its contribution to applied psychology and is proud to take its place on a list of institutions awarded by the Bingham lectureship.

DIVISION 14 NEWSLETTER

Due largely to the impetus from Dr. Perloff, the first issue of The Industrial Psychologist (TIP), the Division 14 Newsletter, came forth in June, 1964. With Perloff as editor and Dr. John R. Boulger (formerly of the Peace Corps, presently of Purdue) as managing editor, Purdue has been instrumental in launching this new media of communication.

The purpose of TIP is to keep the general Division 14 membership informed of relevant activities in such areas as research, employment changes, ethical problems, development of () techniques, new academic programs, etc.

In order to insure comprehensive coverage of activities in the various parts of the country, seven regional editors in the areas corresponding to the APA regions will solicit and report () short information.

McCormick, continued

committee of Division 14, is given for the best research design in which basic scientific methods are applied to problems of business and industry. Dr. McCormick's design, entitled "A Proposed Study of Job Dimensions," combined the ideas of much of his recent work in job analysis for the ONR and Air Force. The Award brings an appropriate certificate and \$250. However, the major reward is the support of Division 14, through its Committee on Scientific Affairs, in obtaining the necessary funding and cooperation for the completion of the project.

It should be mentioned, parenthetically at this time, that Dr. W. A. Owens received runner-up position for his proposal titled, "A Follow-up Study of the Validity of Certain Measures of Creativity in Machine Design."

STAFF GETS LAFF

Stuart Sherman (whoever he was) once defined wit and humor as "the delectable form which intelligence takes in its moments of surplus power." Have you ever observed the forms of humor displayed by our staff? The following observations point out candidates for the award of attempting to brighten the sombre, hallowed halls of the ivory tower of academia.

Owens' similes and metaphors are unsurpassable. For example: "He was as busy as a one-armed paper hanger...", "Toops has analyzed the OSPE as thin as cat's eye lash." "I'm a dust-bowl empiricist."

Perloff's use of words is delightful. A few classic "Perloffisms" include: "pedestrian," "pedantic," and the ever-present "ubiquitous." Even though the pun is one of the lower forms of humor, we will still accept it as having a place in our environs and credit Perloff with these gems: instructing the students of one of his classes to pick up some material (in limited supply) from his secretary, "Remember, first come, first serve"; or, in a book review of the Brain Watchers for Personnel Psychology cautioning readers to beware of "gross errors."

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McCormick's folksy, Dirkson-like examples. One illustration will suffice. In Human Engineering, page 163, discussing speech interference levels: "...at a distance of 24 feet, with a noise level of upwards of 55 decibels, it would be necessary to shout in order to be understood. If the noise level is much above this, it would be in order to get out the Boy Scout wigwag flags, or to send up Indian smoke signals."

King might be described as "humor in motion." With a stick of chalk behind his ear, he alternately wrestles himself into some knotted posture or prostrates himself on the table or desk in front of class.

Winer, affectionately known as B,* (read B hat sub j star; lower case, b to his more intimates) displays symbolic and graphic humor. As you attempt to unravel notational system after notational system, as you get above the problem to look down the columns or step to one side to look across the rows, and as you balance those inequalities of the linear programming problem with slack variables on a teeter-totter, the game becomes almost ludicrous.

The hallowed halls of the ivory tower of academia are, unfortunately, often all hallowed. On the other hand, if you look around more closely, you will have to agree with one quipster who observed, "Humor pops up in the damdest places."

DISTINGUISHED LECTURER SERIES
BENEFITS PAGESIPPERS
by Ron James

The Department of Administrative Sciences is sponsoring a program of lecturers by distinguished behavioral scientists during the current academic year. Each visitor will be on campus for one week and will offer a short, self-contained course on a topic of general, current interest to the social science disciplines.

Recent guest lecturers have been Guis Argyris (organization design, effectiveness, and change) and Morton Deutsch (cooperation, trust, and bargaining). Distinguished visitors scheduled for the remainder of the year include Peter Blau, Anatol Rapoport, Robert Abelson, Harold Kelly, Ward Edwards, James March, and William McGuire.

The Department of Administrative Sciences was established in 1963 to provide a connecting link between the Krannert Graduate school of Industrial Administration

and the basic disciplines on which administration is founded. Members of the Department generally hold joint appointments with the departments of economics, industrial management, psychology, sociology, or political science.

Members holding joint appointments with Administrative Sciences and Psychology include Professors Donald C. King, Michael J. Driver, Karl E. Weick, and John J. Sherwood.

READERS !!

The staff of the Newsletter solicits comments from alumni and other interested parties on any developments here at Purdue or in the outside world. Future Newsletters should reinstitute a section entitled "Letters from the Earth"--all we need is alumni support. Send contribution or questions to George Thornton, Psychology Dept.

CURRICULUM STUDY COMMITTEE
by Mike Mitchell

A curriculum Study Committee (CSC) has been formed within PAGESIP and is being chaired by Mike Mitchell. The CSC has met once and will meet again on the 15th of December. The first meeting resulted in a consensus of those present that they should go to PAGESIP with what they felt were possible areas of need in the curriculum and discuss these perceptions. This was done, and various PAGESIPPERS in the open meeting suggested additional need areas. By putting all these areas into a questionnaire for all members of PAGESIP to rate, the CSC was able to get rankings of the different areas from high to low of the perceived needs for curriculum adjustment (ideas were received from old, recent, grads, too).

On the 16th of December, several members of the CSC met with ORC to outline the desired intermediate goal of forming a working staff-student group to consider the perceived needs, ORC plans and limitations, etc. Hopefully, the Committee will be able to gather enough faculty interest to both make the staff-student committee work and turn out some curriculum adjustments that will benefit staff, students, and the Department in general.

As per usual, PAGESIPPERS continue a high level of research output (both quality and quantity) under the direction of their major professors. A glance around the department reveals the following research endeavors:

Dr. William Owens and advises:

- with Mark Van Slyke --- a continuing study of creativity in machine design under O.N.R. sponsorship. Mark also concluded research for the Ag Econ Dept. here at Purdue which involved a study of managerial performance and decision making processes with business simulation games as a function of various levels of information input.
- with Lyle Schoenfeldt and Mike Perlson---development of success criteria for Peace Corps Volunteers from biographical data.
- with Mike Hoffman---a pilot study on recruiting practices in Big 10 universities.
- with Edward Yuma---development of creativity measures for Abbott Laboratories.
- with Rogers Taylor---research in sales selection for Xerox Corp. involving the use of a new measurement model.

Dr. Joseph Tiffin and advises:

- with Art Gremer---a study of the effects of visual skills, personality measures and driving experience on simulated night driving in the presence of glare.
- with Gene Eidel---the construction and validation of a new executive selection test which purports to measure perceptual distortion based on inherent need structures---the Selective Word Memory Test (SWMT)
- with Ross Greene---the effect of knowledge of others' results on production in a simulated industrial assembly job.
- with Max McDaniel (in absentia)---the effects of seclusion on vigilance in a simulated space capsule.
- with Dave Fetters and Joe Champagne---the development of a job evaluation system for lower level managerial jobs at Purdue. Joe has also submitted a proposal to the Office of Manpower, Automation and Training (OMAT) in conjunction with the state of South Carolina to study the attitudes and motivation of Southern Negro workers.
- with Martin Reck---validation of a personal history form in the prediction of college grades.

Dr. Donald King is currently involved in a study of the effect of Laboratory Training in producing changes in the various curricular programs of the Air University. Edward Ryterband and Dr. King are studying the effects of the number and kinds of alternatives for the reduction of dissonance on the enhancement of task performance at different organizational levels.

Dr. Robert Perleff is currently serving as editor of The Industrial Psychologist, newsletter of Division 14 of the APA and is also Programs Editor for Programs in Review section of Personnel Psychology. Dr. Evelyn Perleff serves as associate programs editor. Dr. Robert Perleff is also conducting a mail survey among marketing research firms to determine the answers to certain questions regarding the distribution of their financial resources. Finally, Dr. Perleff is compiling terms and concepts in consumer psychology for consideration in a soon-to-be published International Dictionary of Psychology. Ivan Ross and Len LoSciute, two of Dr. Perleff's advisees, are doing research of personality and reference group correlates of consumption behavior in a college population.

Dr. H. E. Brogden is currently engaged in the preparation of a book in the general area of test theory and personnel decisions with Emil Heerman of the U. of Maryland.

Mike Mitchell is working with Prof. Richard Walten in the Industrial Management Dept. on the development of a conceptual model dealing with the nature of third party intervention in conflict and the effect of interventions with regard to conflict resolution and/or management.

SUMMER WORK IN '64

GRADS TAKE TOP JOBS

Several PAGESIPPERS ventured forth during the summer of 1964, to see what it is like to work in the real world. Even though they all felt they benefitted professionally from their experiences, they scurried back to the safety of the womb, and are now sharing their infinite knowledge of the school-of-hard knocks with those less brave.

Joe Champagne worked for the South Carolina Committee for Technical Education in his home state. He did extensive traveling and interviewing in making labor force analyses. The Committee is collecting demographic and other data on the unemployed of the State in hopes of providing industry with useful information.

Art Cromer took a short leave from Purdue to fulfill his Navy Reserve commitments and put the time to good use. This duty tour took him to San Diego for two weeks where he spent the time at the Naval Personnel Research Activity exchanging ideas with former PAGESIPPERS Dudek, Braunstein, and Blumenfeldt.

Mike Mitchell served as a research assistant to Richard Walton (Purdue, Industrial Administration) at the National Training Labs. Mike's summer research, and his present assistantship, dealt with conflict management. He participated in an HR lab, helped plan the first conflict management lab, served as observer and co-trainer in a lab, and compiled and wrote cases in c.m.

Lyle Schoenfeldt worked for the Standard Oil company in Chicago. He spent the summer assisting Lewis Albright in the employee relations research division. Lyle helped develop a self-description questionnaire to study the professional employees in one of the company's subsidiaries.

George Thornton served as a summer research associate at Educational Testing Service in Princeton. His project of multi-dimensional scaling of items of an in-basket test was carried out under the direction of Herb Gerjuoy and Norman Frederickson.

Ed Ypma worked at Abbott Labs for Mike Balma, running concurrent validation studies and validating biographical items.

The recent graduates from the Department have taken on an impressive list of jobs with well-known companies.

Don Rock and Steve Kline are working in research divisions of Educational Testing Service in Princeton. Steve had previously been a 1963 summer associate at ETS and worked on creativity. Gene Madvedev went with Rohrer, Hibler, and Replogle consultants, and is presently working out of Cleveland.

Dick Holdeman and Mike Rosenfeldt joined American Institute of Research in Pittsburgh. Mike is on a project studying bomb shelters. Maureen Kallick is in New York with an advertising agency.

Paul Leach has joined the staff at the Harvard Business School and is working under Robert Blake in personnel management and human relations training of Internal Revenue Service staff. Dave Anderson is in Washington, D.C. studying and planning personnel subsystems and personnel requirements for missile systems.

Dean Stackfleth has joined the staff in the human factors lab at Wright-Patterson AFB at Dayton, Ohio. Bob Zeigen, an experimental student, is serving as a liaison between the Air Force and contractors for military equipment.

673 T-Group

At the end of the spring semester, 1964, the students in Dr. King's human relations seminar chose to supplement their "book-learning" with an actual exploration into T-group training. Attendance at the three-day session was optional (excluding Don, who was forthrightly excluded), and the majority of the class members attended. The training took place after the regular school session had ended, so that no distractions from the threatening academic world would be weighing on the minds of the participants. Unfortunately, financial restraints necessitated allowing the group to live at home and, wives and lovers being what they are, the "cultural island" theme was not completely realized. The sessions were successfully non-directed by Gene Reed.

NEWSLETTER STAFF

Editor: George Thornton
Reporters: Mike Mitchell, Ron James,
Roger Hawkins, Ivan Ross

PAGESIP OFFICERS

President: Mark Van Slyke
Vice-Pres: John Cragun
Sec.-Treas: Howard Kinslinger

ANALYSIS OF THIRTEEN ADDITIONAL REGRESSION MATES IN INDUSTRIAL PSYCHOLOGY

Abstract of Journalistic License, Report No. 1

Reporter: Roger E. Hawkins

- Purpose:** To account for varia ce accusing in PAGESIP due to enlarged N.
- Background:** A series of rumors conducted during the past decade or so have indicated that old PAGESIP members are inquisitive about unfamiliar people who share spirituous fellowship with them. It has been suggested (Thornton, 1964) that this paucity of information can be corrected by selecting and presenting a number of biographical characteristics which will minimize the residual variance.
- Procedure:** The subjects will be presented in alphabetical order in an attempt to reduce the effects of journalistic license. Biographical predictors will be supplemented with an occasional editorial comment in an attempt to account for the maximum amount of variance.
- Results:**
1. Mr. Brian F. Blake; single; A.B. from St. Peter's College, Jersey City, New Jersey; to be married over Christmas; best wishes.
 2. Mr. Frank Brewer; married, six children; RCAF, 15 years; B.Sc., Sir George Williams; disappointed by dearth of hockey games on T.V.
 3. Mr. Julio Cesar Falcon; Caracas, Venezuela; working toward M.S.
 4. Mr. Terrance K. Gibney; married; wife's name Elna; two years in USNR; B.A., State University of New York; Research Assistant on Air Force Project, specializing in human factors.
 5. Mr. Roger E. Hawkins; married; wife's name Lee Patricia; B.A., from Western Michigan University, M.A. from University of Akron, Akron, Ohio, 1964; teaching assistant; honeymooning ex-English teacher.
 6. Captain Hal W. Hendrick; married; wife's name Helen; three children; USAF; 8 years; B.A., 1955, from Ohio Wesleyan, M.S., 1961, Purdue.
 7. Mr. Lawrence M. Krueger; married; wife's name Joyce; one child; U.S.A. six months; B.A., 1964, State University of New York at New Paltz, New York; teaching assistant; specializing in Consumer Psychology.
 8. Mr. Julio Moros-Guerro; married; wife's name Rebecca; Licenciado de psicology, 1961, Universidad Central de Venezuela, Caracas, Venezuela.
 9. Major Walter F. Murphy; married; wife's name Pat; USAF fourteen years; B.S., 1950, University of Louisville, M.S., 1961, from Purdue; hobby, USN.
 10. Mr. Michael R. Perlson; single; B.S., 1962, Penn. State, M.A., George Washington University; shortly after arrival broke thumb playing touch football.
 11. Mr. Robert H. Rohde; married; wife's name Judy; B.A., 1962, M.A., 1964, Wichita University, Wichita, Kansas; Research Assistant on Night Driving Project; hobby, USAF.
 12. Mr. Rogers Taylor; single; USA two years, dorm counsellor; B.A., 1959, Davidson College, Davidson, North Carolina, M.S., 1962, North Carolina State; wears the heaviest coat on campus.
 13. Mr. Henry L. Wertheimer; single; B.A., 1964, City College of City of New York; wishes he was related to THE Wertheimer.
- Conclusions:** From these data it can be concluded that enough variance has been specified to permit old PAGESIPERS to regress peacefully and in harmony.