

Chapter 14

The Psychological Society

Psychology in World War II

Reconciliation in the Crucible of War

- 1930 – Association of Consulting Psychologists
- 1938 - Clinical psychologists left APA + ACP to form American Association for Applied Psychology
 - Goal: define and impose professional standards
 - Society for the Psychological Study of Social Issues (SPSSI) founded in 1936- political agenda
 - APA devoted mainly to academic research
- 1940 - APA set up Emergency Committee to prepare for war.
- Sept 1941 - membership requirement for APA changed to five years as associate or publications beyond the dissertation.

Psychology in World War II - 2

- Committee on Psychology & War formed
- Office of Psychological Personnel (OPP) established in Washington D. C. (1941)
 - Convenient for lobbying politicians
 - central permanent office. Stuart Henderson Britt, head of OPP, defined job of OPP to include advancement of psychology as a profession & promoting sound public relations.

Psychology in World War II - 3

- Military demand for psychologists
 - test administration
 - study of psychological demands on military personnel (e.g. new machines), Project ORCON
 - industrial management techniques in both military & civilian life.
 - Male factory workers replaced by inexperienced female workers
 - Factories needed to increase production
 - War Production Board - headed by Elton Mayo to deal with industrial productivity

Psychology in World War II - 4

- APA reorganized itself - autonomous divisions representing different interest groups. Ratified in 1944.
- OPP became office of executive secretary of APA
- New journal *American Psychologist*
- Goals included advancement of psychology as a science & “the advancement of psychology as a profession as a profession and as a means of promoting human welfare”.

New Prospects for Applied Psychology

- Soldiers back from war needed assessment & therapy.
- Psychiatrists could not meet demand.
- Post-traumatic stress syndrome, general adjustment problems, finding jobs or educational programs, coping with injuries and permanent disabilities, marital issues, disturbed sleep etc.
- Psychologists, although not trained, jumped in.

New Prospects for Applied Psychology - 2

- Where did clinical psychologists fit?
- Professional schools usually separate from academic departments
 - E.g. linguistics vs speech pathology, math, physics & chemistry vs engineering
- Psychologists had to distinguish themselves from psychiatrists – both offered psychotherapy
- → scientist-practitioner model – Boulder 1949
 - Ph.D. plus internship

New Prospects for Applied Psychology - 2

- Veterans' Administration: veterans received free education
 - VA established (vocational) guidance centers at universities & colleges
- Realized need for clinical psychologists in VA hospitals.
 - established clinical psych programs in universities & determined nature of training.
- Role and nature of clinical psychology determined by VA

Big Science

- During WW2, federal spending on science rose from \$48 M to \$500 M in US
- After WW2, national interest required support of scientific research
- In US & Canada - research grants nationally competitive
- Money goes to universities with “research institutions”
- In US (not in Canada) scientists supplement income through research grants; US universities get overhead
 - SSHRC, NSERC, CIHR do not pay overhead
- Research priorities determined by granting agencies.
- In Canada – competitions judged by cmtees of peers

Big Science - 2

- Congress decided not to fund Division of Social Science in NSF bill.
 - Social Science not seen as scientific
 - After WW2 Ford Foundation did fund social science & set up Centre in California.
- Potential danger - government funding agencies can control what research is done.
- NSERC & SSHRC – grants for curiosity-motivated research, special grant competitions in certain areas

Values and Adjustment

- Scottish common-sense psychology. Reid: We are constructed by God to know His world.
- → training & justification of Christian religious values.
- New Psych. Of 20th C. rejected religious values and became scientific.
- Behaviorists and Progressives saw psychology as tool for social control. had no “ideal society” in mind, only the means to achieve it.

Values and Adjustment - 2

- Psychology - object of study is individual human being. Psychology's value: encouraging individual growth
 - Cult of the self
 - Dewey: Growth is the only moral end:
 - Americans long held self-improvement as central value.
- promotes personal concerns over public ones

Values and Adjustment - 3

- - 19th C - “character” - “doing one’ s duty”, having integrity, doing good deeds
- Good character = self-discipline & self-sacrifice, living up to moral standard
- “Character” → “personality”; self-sacrifice → self-realization
- Note: inconsistency between psychology as tool of social control & psych as promoter of self-actualization.

Values and Adjustment - 4

- 20th C psych - psychology of adjustment - (Darwinian influence)
 - People had to adjust to their work environment, children to school, etc.
 - Mental tests used to measure adjustment, psych had tools to bring person back into adjustment with environment. → promoted conformity.
 - “absolute morality was replaced with statistical morality.” (p. 488)



Humanistic Psychology

- Alternative to psychoanalysis & behaviourism
- Carl Rogers - client-centered therapy - therapist understands world-view of client to see problems & to help client live life he or she desired
- Three modes of Knowledge: (1) objective - understand world scientifically
- (2) subjective - knowledge of conscious experience
- (3) empathy - attempt to understand another person's world

Humanistic Psychology - 2

- Behaviourism – only objective knowledge of people
 - inadequate for therapy
- Believed in free will & thought it necessary in therapy. Opposed Behaviorists.
- Humanistic psychology → method (empathy) → distinguished clinical psych. from psychiatry.

Humanistic Psychology - 3

- Abraham Maslow - creative people motivated by needs “dormant” in most people.
- Self-actualizers because they realized creative powers. Most people worked to satisfy more basic needs.
- Everyone had latent creative talents → a more fulfilling life.
- Goal of humanistic psychology - to help people realize their full potential as human beings.

- 1961 - Journal of Humanistic Psychology, 1963 - Association for Humanistic Psychology

Humanistic Psychology - 4

- Humanistic psychologists did not accept naturalistic values – human not machines but had free will
 - Therefore could not be studied scientifically

Social Revolution of the 1960s

- Growing discontent with the psychology of adjustment
- E.g. Lindner: neurotics seen as 'sick' rather than rebelling against psychology of conformity
- Literature expressed unhappiness of people in world which valued conformity and adaptation
- 1963: Betty Freidan's *The Feminine Mystique* – described her former college class mates as unhappy being housewives

Social Revolution of 1960s

- Children born in 1945 - 6 (first baby boomers) were 20 in 1965-6.
- Large numbers in colleges and universities. Youth always rebel against values of their parents - wanted to throw off social restraints, rebel against "rules" of society.
- Racial unrest
- Vietnam war (1959 – 1975) – US males subject to the draft.

Social Revolution of 1960s

- 1950s & 60s – women stayed home & had children
- Middle-class women unfulfilled, slaves to children & husbands
 - Unhappy & neurotic – Freud’ s influence
- Advertising – women as consumers. Many new products (vacuum cleaners, washing machines etc.)

Myth of Mental Illness Thomas Szasz (1961)

- Antipsychiatry movement.
 - psychiatrists against clinical psychologists, opposed registration etc.
- Mental illness - bad analogy to physical illness. Mind is “ghost in the machine”. No ghost = nothing to be ill.
- Mental illness is something annoying or dangerous that a person does.
- Psychiatric labeling stigmatized people, deprived them of their freedom, was a power trip for psychiatrists.

Myth of Mental Illness - 2

- Psychiatric patients given drugs, treatments (ECT etc.) against their will
- Concept of mental illness - undermined human freedom, moral responsibility & legal notions of guilt and innocence.
 - Mentally ill person not responsible for his or her own behaviour
- Most mental illnesses are “problems of living” not true diseases. Mentally ill person needs professional help.
 - psychology & psychiatry are legitimate
- Some mental illnesses (e.g. depression, psychoses) are bodily diseases & Szasz did not deny this.
- → resulted in changes to laws for treatment of the mentally ill.

Humanistic Psychology and the Critique of Adjustment

- Antipsychiatry movement - included rejection of adjustment ethic. Mental patients not sick; they refused to conform to a sick society.
- Snell & Gall Putney: adjusted Americans conform to culture that deceives them about their real needs
 - Role of advertising → desire for products ???

Humanistic Psychology and the Critique of Adjustment - 2

- 1960s - American society troubled.
 - black civil rights movement, war in Vietnam, riots and crime in the cities etc.
 - 1963: JFK assassinated; 1968 R Kennedy & M.L. King assassinated.
- Freudian interpretation of neuroses – sexual repression & substitution of cultural activities (sublimation).
 - adjusted Americans are ignorant of real desires and needs - trying to satisfy culturally defined needs & trying to conform

Critique of Adjustment - 3

- Maslow: Autonomy and self-actualization needed, not adjustment
 - achievable through psychotherapy
- Rogers: psychotherapist helped client gain insight into real needs.
- Unhealthy person controlled & denied feelings.
- Rogers & Maslow: values of growth and authenticity.
- Growth = openness to change, constant development & improvement
 - Authenticity: open experience of & expression of feelings.
 - Opposed to good manners: people hide dislike, annoyance, disgust at person's racist views in order to be polite.

Critique of Adjustment - 4

- Humanistic psychologists: emotional control & deceptive emotional expression wrong.
- Trust in emotions & intuition, questioning the value of reason – characteristic of Romanticism – found in Hellenistic Age of Greece
- *Ataraxia* – withdrawal from the world, achieve self mastery, stoicism – control emotions
- *Aporia* – Socrates' ignorance. Expect nothing & deal with whatever happens
 - “Go with the flow”

Critique of Adjustment - 5

- Hippies dropped out, at war with American culture, anti-intellectual, distrusted reason & valued emotion
- Wanted simpler life (moved to rural communes)
- Timothy Leary – Harvard psychology professor
- Used hallucinogenic drugs (LSD, magic mushrooms, pot)
 - desire for cosmic transcendental experience. (Think back to mystery religions.)
 - Note influence of Eastern religions - transcendental meditation.

Critique of Adjustment - 3

- Epicureanism - withdrawal from the world to live a life of philosophy & friendship; live simply, avoid strong passions.
- Cynicism - one should live as naturally as possible, rejecting worldly conventions & opinions of other people;
 - Valued self control and independence
- Stoicism - determinism (what will be, will be), control of emotions - can't control outer world so must control inner world
- Skepticism - Future is unknowable; accept what comes
 - "Go with the flow"

Giving Psychology Away

- Late 1960s - time of social unrest, protests against Vietnam war, racial riots
- Time of public interest in psychology: 1967 - Psychology Today, 1969 Time - column on behaviour,
- American Psychologist contained articles on psychology's social responsibility
- Call for psychology to be "relevant", for psychologists to "take over & run the world"
 - e.g. parents trained to rear children or children to be reared by specialists (Harriet Rheingold)

Giving Psychology Away - 2

- BUT psychologists didn't have the answers
- e.g. controversy over IQ & race. Jensen: race differences in intelligence were innate.
 - 1968 - Black Psychological Association demanded moratorium on IQ tests in schools. Tests relegated black children to lower-level curricula.
- APA set up committee, decided that IQ tests were valid (1975).
- → Psychology unable to resolve social issues through research

Giving Psychology Away - 3

- Negative attitude toward psychology
 - abuses in behaviour modification programs & use of mental tests
 - general anti-intellectualism of Americans
- Psychological research meaningless (rats in a maze, paired-associate learning)
- By 1980 - public had lost faith in psychology

Revolt but no Revolution

- Leahey points out how humanistic psychology was anti-intellectual & romantic
- Leahey: Humanistic psychology “traded on good name of science” but pushed values that weren’t scientific.
 - free choice vs. determinism & natural law
- Hippie culture full of contradictions
 - Valued simple rural lives but lived in cities
 - Focused on drugs, electronic music
 - Demanded conformity to Hippie values, dress, communal living

Funding Social Science

- 1960s - US Army & CIA funded social scientists
- Project Camelot (ended 1965) - sent social scientists around world to find potential trouble spots & offer solutions (counter insurgency actions)
 - > image of social scientists tarnished - seen as “tools” of military
- By late 60s, congress wanted to fund social sciences to seek solutions for social problems but....

Funding Social Science - 2

- Controversy - fund social sciences within NSF or set up new NSSF (National Social Science Foundation)? NSF charter revised to include social sciences (1968).
- 1966 – 1976: Spending on social sciences increased by 138%, but spending on psychology actually decreased by 12%.
- In Canada, NRC (later NSERC) funded expt. psych. research in late 1960s & maybe earlier

Clinical Psychology in 60s & 70s

- 1948 - 80s: rapid increase applied and clinical psychologists; slow growth in academic psychologists. → Tension in APA
- 60s & 70s - loss of faith in psychiatrists and clinical psychologists → no evidence for effectiveness of psychotherapy
 - Eysenck (1952) claimed psychotherapy no better than being on waiting list for therapy.
- Mental tests, including personality tests, seen as invasion on privacy, susceptible to abuse by employers or government, racially biased

Clinical Psychology in 60s & 70s

- 1949 Boulder conference - scientist-practitioner model – Ph.D. degree
- 1973 - Vail conference – endorsed recognition of Psy.D.
 - development of “freestanding professional schools” - not affiliated with recognized universities.
- In Canada, Ph.D., scientist-practitioner model accepted, but now looking at Psy.D. as professional degree. MUN & Laval (French) offer Psy.D

Clinical Psychology in 60s & 70s - 2

- Clinical psychologists & psychiatrists competed - clinical psych. wanted to be able to admit patients to hospitals & prescribe drugs! (Not permitted in Canada.)
- Competition from other counselors, therapists etc. who weren't clinical psychologists
- Psychiatrists: clinical psychologists not competent to treat mental disorders.
- Physicians against many other health professionals - midwives, nurse practitioners etc - unless supervised by doctors.
 - Until recently – needed physician referral to see physiotherapist

Clinical Psychology in 60s & 70s - 3

- Big Issue: Would insurance companies pay?
 - > demand for evidence indicating psychotherapy was effective.
- Eysenck - 1952 - claimed psychotherapy no better than being on waiting list for therapy.
- Other evidence says psychotherapy is only slightly better than nothing.
 - My view: therapies currently being evaluated

Turn to Service

- 1970s & 80s - rapid growth in self- employed psychologists, psychologists in government, business & non-profit organizations.
- Little growth in numbers of university & college jobs.
 - Universities expanded in late 60s to accommodate baby boomers.
- ETS - Educational Testing Service (SAT)
- VALS - Values and Lifestyle program - American consumers categorized for marketing purposes.

Turn to Service - 2

- Radio call-in shows; television shows based on psychotherapist (Bob Newhart, Frazier).
- 1986: APA Media Psychology Division
- Self help books, psychologists is smoking-cessation programs, weight-loss programs etc.

Break between Applied and Experimental Psychology in APA

- By 1985 - only 33% of APA members employed in academic settings
- after 1965, pressure to restructure APA.
 - Repeated failures to restructure
- Feb 1987 - GOR - Group on Restructuring - approved restructuring plan for APA Dec 87
- Last APA reorganization approx 1944
- GOR plan rejected 1988
- American Psychological Society set up shortly thereafter.

Break between Applied and Experimental Psychology in APA

- Psychonomic Society set up late 60s or early 70s. - group of experimental psychologists → Journals: *Memory & Cognition*, *Perception & Psychophysics*.
- Association for Psychological Science – lobbying & public awareness of experimental psychology
- Canadian Psychological Association - established mid 1940s
- First issue of Canadian Journal of Psychology approximately 1946.
- Canadian Society for Brain, Behaviour and Cognitive Science late 80s???

What Does the Future Hold?

- Applications of Academic Psychology
 - Neuroscience, including cognitive neuroscience → assessment
 - perception (J. Drover)
 - Cognition (my work on reading), Surprenant's work on sensory acuity & memory
 - Development (C. Peterson's work on childhood memory of traumatic events)
 - animal behaviour (linked to biology & environmental science),
 - Psychopharmacology (behavioural effects of drugs, addictions)
 - Abnormal (criminology, behaviour disorders, autism, cognitive-behaviour therapy in mental illnesses, anxiety & phobias, etc.)
 - social psychology – forensic, program evaluation, health psych.

What Does the Future Hold? - 2

- Applied Psychology
 - Educational Psych: testing, special education, instructional media
 - Clinical: assessment & research-based therapy
 - Forensic: rehabilitation, eye-witness testimony, jury selection
 - Social: program evaluation, understanding racism, health psychology
 - Industrial: Ergonomics, advertising, personnel selection & training, effects of IT
- Greater connection between applied and theoretical psychology