

PSYCHOMETRICS I

SCOTT'S ARMY RATING SCALE APPROVED!



5th August 1917

Last August, the innovative psychological scale of Walter Dill Scott and associates at the Carnegie Institute of Technology's Bureau of Salesmanship Research was formally approved for use in the Army! This marks a milestone for the burgeoning field of applied psychology, opening up methodological horizons for how to measure psychic traits! Out with the inefficient and subjective medical interview; in with standardized interview methods based on key word principles as dictated from the manual. If the recruit responds with any of those pre-approved key words, he is given credit for that question! The educated public should be interested in these more objective methods

II. INTELLIGENCE.

Accuracy, ease in learning; ability to grasp quickly the point of view of commanding officer, to issue clear and intelligent orders, to estimate a new situation, and to arrive at a sensible decision in a crisis.

Highest	15
High	12
Middle	9
Low	6
Lowest	3

III. LEADERSHIP.

Initiative, force, self reliance, decisiveness, tact, ability to inspire men and to command their obedience, loyalty and co-operation.

Highest	15
High	12
Middle	9
Low	6
Lowest	3

IV. PERSONAL QUALITIES.

Industry, dependability, loyalty; readiness to shoulder responsibility for his own acts; freedom from conceit and selfishness; readiness and ability to co-operate.

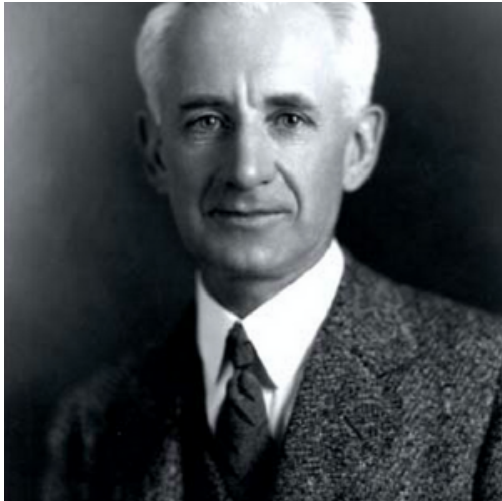
Highest	15
High	12
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Low	6
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of mental fitness evaluation. Some details should be of especial interest. Scott has developed 84 oral trade tests to measure essential skills required of a good captain. The interviewer considers one trait at a time, matching the person being rated with one of the salesmen whose value is already known and listed on the rating scale. After all traits are separately evaluated, the ratings are summed for a total rating. Finally, independent

judgements of several interviewers are combined. As you can see, this novel approach enables more objective measurement of psychic traits heretofore unheard of! Each step of the process is legitimized via comparison to an agreed upon standard. I have a feeling that these innovative concepts will revolutionize the new field of psychometrics.

PSYCHOMETRICS II

YERKES CHAIRS APA MEETING IN VINELAND



28th May 1917

On May 28th, 1917, another propitious moment for psychometrics -- the APA Committee on Psychological Examination of Recruits, chaired by APA president Yerkes, meets for the first time at Vineland, New Jersey, to develop methods for classifying the mental fitness of soldiers. Since that historic day in May, we have seen the continued development of intelligence tests, culminating in the War Department's recent adoption (on December 21st, 1917) of the Army Alpha Test of Intelligence. Now, if the educated public will recall, the first intelligence tests began in France, with the innovations of Alfred Binet and his methods of measuring IQ in school-children. These were very long,

one-one-one examinations, often taking over an hour to complete. With the Army Alpha test, the Vineland committee has introduced the innovation of intelligence tests which can be administered to an entire group all at once, taking on average 10 minutes to administrate! The Army Alpha test is pen-and-paper, in multiple choice format. Not only does the multiple choice format allow for greater standardization of question and answer situation, but the format also allows for new ways of validating psychological tests! Yerkes claims the test has external correlational

validity. The Army Alpha test also introduces into the field of intelligence testing a scale specifically designed to measure intelligence in adults! These new innovations will likely come to define the job of the applied psychologist, and likely bring about changes not only in the inefficient methods of classifying military personnel, but also in the inefficient ways we currently evaluate students in the school system.

in what country or state born? _____ Years in U. S.? _____ Race _____
 Occupation _____ Weekly Wages _____
 Schooling: Grades, 1. 2. 3. 4. 5. 6. 7. 8: High or Prep. School, Year 1. 2. 3. 4: College, Year 1. 2. 3. 4. _____

TEST 1

1. ○ ○ ○ ○ ○

2. ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

3.

4.

5. ○ ○ ○ Yes No

6. ○ ○ ○ ○ ○

7. A B C D E F G H I J K L M N O P

8. ○ ○ ○ MILITARY GUN CAMP

9. 34-79-56-87-68-25-82-47-27-31-64-93-71-41-52-99

10.

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PSYCHOMETRICS III

FOUNDING OF THE AACP



28th December 1917

Near the end of last December, all the above-mentioned milestones in applied psychology were officially recognized in the founding of the American Association of Clinical Psychologists (AACP)! On the 28th of December, 1917, a group of eminent psychologists held a meeting at the Carnegie Institute of Technology in Pittsburg to form an organization apart from the APA with the specific purpose of establishing professional standards for the increasingly popular field of applied psychology emerging out of the mental testing innovations crafted during the Great War. Professor Leta S. Hollingworth was the key figure responsible in bringing this about.

Most of the psychologists in attendance were directors of clinics, mental examiners of army recruits, or employed by courts, hospitals, or schools. A key objective coming out of this meeting was that the AACP should promote research in problems relating to "mental hygiene and corrective education." It is fitting that four days prior to this historic moment in applied psychology the Army Alpha test (see above) should be adopted. However, this founding was not without its controversy. Many members of the APA see the AACP as threatening to the long fought-for struggle of psychologists to gain respect as a respectable pure science. Proponents of the AACP

respond by arguing that their organization is needed due to the proliferation, following the Great War, of "charlatans" calling themselves "psychologists." In the opinion of this reporter, while both sides have a point, I think the AACP fulfills a necessary and ever-increasing need (after the destruction wrought by the Great War) by the public for trustworthy practitioners of the new psychological tools.

MINOR STORIES I

FROM "SHELL SHOCK" TO "WAR NEUROSES"

UTION TO THE
SHELL SHOCK
INT OF THREE CA
N, SMELL, AND TA
CHES OF WESTM
PITAL, LE TOUQU
S. MYERS, M.D.,



1917

One of the most interesting stories of this past year, which touches on all the corners of society and not just the field of psychology, is that of the increasing recognition of a strange new form of suffering that has afflicted so many of our returning soldiers. I am speaking, of course, of "shell shock," or "war neuroses," to use the currently preferred term by such eminent doctors such as Major Arthur Hurst (whose groundbreaking film *War Neuroses: Netley Hospital*, 1917 is slated to come out soon). This recent shift in terminology stems from the increasing recognition by the medical community of the nature of this strange disorder.

When "shell shock" was first introduced in the medical journal *The Lancet* in 1915, all we knew was that soldiers presented with these symptoms after near-by explosions, leading doctors to theorize the condition was due to physical damage from the explosions. However, today doctors believe the disorder (whose symptoms bear an uncanny resemblance to that other mysterious disorder much studied by students of psychoanalysis -- hysteria) is, like hysteria, a nervous breakdown that is mental in nature (due to stress of war).

Hence, treatments such as hypnosis have recently been propounded by Dr. Myers. In October of 1917, at an emergency conference held by the War Office in London, Dr. Myers called for setting up special training courses for treatment of this psychological disorder.

MINOR STORIES II

THE PROSTITUTE MARCH



25th January 1917

On a fine winter morning in January, over 300 prostitutes marched to Central Methodist Church to confront Reverend Paul Smith. The Reverend had launched an anti-prostitution crusade on the Barbary Coast, citing outrage at members of his congregation being 'corrupted' on their way to and from church and the YMCA. His preaching soon gathered a following numbering in the thousands!

The 25th of January was to be the afternoon when they would hold a meeting at the church to decide how exactly they would eradicate prostitution in the Tenderloin. The Reverend reports being surprised upon being confronted by prostitutes who informed him they were poor mothers, and that prostitution was the only way they could support their children.

The surprised Reverend would be even more surprised to learn that some prostitutes claim that the Reverend's sermons have actually done more to expand their business, drawing far greater public attention than their own advertising could.

MINOR STORIES III

U.S.A. DECLARES WAR ON GERMANY



6th April 1917

This past year of 1917, tensions were rising in this country with regard to the Great War and our lack of participation in it. In early April, the President asked Congress for “a war to end all wars” that would “make the world safe for democracy.” On April 6th, 1917, Congress voted to declare war on Germany.

The President cited Germany’s recent violation of its pledge to stop its campaign of unrestricted submarine warfare in the North Atlantic and the Mediterranean, and Germany’s attempts to turn Mexico against the U.S (the infamous “Zimmerman Telegram” intercepted by

British naval intelligence en route from Germany to Mexico City) as his reasons for declaring war.

MINOR STORIES IV

THE "SILENT SENTINELS"



10th January 1917

The year 1917 began with a major step forward for the women's movement. It has been over a year now since the "silent sentinals" first set up camp outside the White House, demonstrating in silence six days a week for woman's suffrage. This demonstration, organized by the National Woman's Party, is the first of its kind in U.S. history.

The NWP has made strategic use of this unique moment in world history. With banners comparing the President to Kaiser Wilhelm II of Germany, the movement points out the hypocrisy of the President in claiming to enter the War for reasons of defending freedom and at the same time denying freedom to women in his own country.

Since the demonstration began on January 10th, 1917, many of these brave women have been arrested and subject to horrific conditions. And yet many continue to fight even in jail, going on hunger strikes.

HEADLINES

23rd January 1917:

**YERKES WRITES PRESIDENT OFFERING APA
SERVICES IN EVENT OF WAR**

19th September 1917:

**STANFORD REVISION OF THE BINET-SIMON
SCALE**

20th February 1917:

NEW YORK CITY FOOD RIOT

25th January 1917:

**DANISH WEST INDIES SOLD TO U.S. FOR \$25
MILLION**

1-3 July 1917:

**LABOUR DISPUTE IGNITES RACE RIOT IN EAST
ST LOUIS, ILLINOIS, LEAVING AT LEAST 250
PEOPLE DEAD**