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Industrial Psychology

What is industrial psychology? Why Industrial psychology is important in every industrial unit?

Ans

The word psychology derived from latin word psychologg, psycho means mind & behaviour & logos means study.

Industry, it is that part of social life whose function is to provide civilized man with the material goals, i.e., condition of life diamond.

Industrial psychology focus on human behaviour in the work place. It is a branch of psychology that applies psychological theories & principles to the organisation. It's applied on organisation psychological that is used to study, analyse & understand human behaviour in the work place. Mainly how business works & how employee functions.

Aim of Industrial psychology

A common focus of individual psychology is leadership. There are three main target of industrial psychology.

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- ❖ i) Dealer focused:- This approach is based on belief that effective leaders have certain qualities other than lock.
- ❖ ii) Dealeader focused:- This approach is based on belief that effective leaders have certain qualities other than lock.
- ❖ iii) ~~follower~~ Contingency focused:- This approach is based on belief that leader need to know how to motivate and entusion the employee.

❖ Need of industrial psychology :-

- i) Understanding human behaviour.
- ii) Human engineering (understanding world environment & human performance)
- iii) Recruitment, selection & placement.
- iv) Training and development of personnel
- v) Accident prevention.
- vi) Promotional schemes & salary administrative.
- vii) ways &

What is Hawthorne experiments. why these experiments took place?

The Hawthorne plant of the western Electric company in cicero, Illinois was the birthplace of Human Relation management theory in the 1920s.

In fact, the Hawthorne studies were the first to focus on the work life of employees, From then on, companies would have an interest in the applications of behavioral, social & medical sciences, to management & productivity and scholars (like George Lombard, Paul Lawrence and others) began to develop the field of organisational Behaviours.

① The Experiments:-

The Hawthorne experiment consist of four parts. These parts are briefly described below-

1) Illumination Experiment:-

The studies began in 1924 when researchers tried to examine the relationship b/w light intensity & employee productivity at the Hawthorne works plant. The expectation was that an increase

in lighting would lead to an increase in productivity and vice versa. This experiment was conducted to establish relationship b/w output & illumination when the intensity of light was gradually brought down to the normal level. Therefore, it was concluded that there is no consistent relationship b/w output of workers & illumination in the factory. There must be some other factors which affected productivity.

2. Relay Assembly Test Room Experiment:

Relay assembly test room experiment were designed to determine the effect to change in various job conditions on group productivity as the illumination experiments could not establish relationship b/w intensity & production. For this purpose, the researchers set up a relay assembly test room two girls were chosen.

These girls were asked to choose two more girls as co-workers. The work related to the assembly of telephones delays. Each delay consisted of a number of parts.

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which girl worked, the experiment started with introducing numerous changes in sequence with duration of each change ranging from four to twelve weeks.

An observer was consulted. They were given opportunity to express their viewpoints and concerns to the supervisor. In some cases, they were allowed to take decision on matters concerning them.

3. Mass Interview Programme:

The objective of this programme was to make a systematic study of the employees' attitudes which would reveal the meaning which their "working situation" has for them.

The researchers interviewed a large number of workers with regard to their opinions on work, working conditions and supervisors. Initially, a direct approach was used whereby interviews asked questions considered important by managers & researchers. The researchers observed that the replies of the workmen were guarded. Therefore, this approach was replaced by an indirect technique, where the interviewer simply listened to what the workmen had to say. The

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finding confirmed the importance of social factors at work in the total work environment.

4. Bank Waiting Room Experiment:-

A group of 14 male workers in the bank waiting room were placed under observation for six months. A worker's pay depended on the performance of the group as a whole. The researchers thought the efficient workers would put pressure on the less efficient workers to complete the work. However, it was found that the group established its own standard of output and social pressure was used to achieve the standards of output.

Result and Conclusion The Experiments:-

Social Unit: A room due to effectively functioning of a social group with a warm relationship with its supervisors factory is not only a techno-economic unit but also a social unit.

Group influence: The workers in a group develop a common psychology bond uniting them as a group in the form organisation.

Group Behaviour: Management must understand that a typical group behaviour can dominate or even supersede individual workers would be.

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- ❖ Motivation:- Human and social motivation can play even a greater role than mere monetary incentives in moving or motivating & managing employee group.
- ❖ Working Conditions- Productivity increases as a result of improved working conditions in organization.
- ❖ Balanced Approach:- The problems of worker could not be solved by taking one factor i.e. management couldn't achieve the results by emphasizing one aspect. All the things should be discussed and decision be taken for improving the whole situation. A balanced approach to the whole situation can show better results.

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- ❖ What is time study ? Why it is differ from motion study . Why these studies done ?
- ❖ Time -and- motion - study :- In the evaluation of industrial performance, analysis of the time spent in going through the different motions of a job or series of jobs . Time & motion studies were first instituted in offices and factories in the United States in the early 20th century . These studies came to be adopted on a wide scale as a mean of improving the methods of work by subdividing the different operations of a job into measurable elements . Such analysis were, in turn, used as aids to standardization of work & in checking the efficiency of people & equipment and the mode of their combination . The time study was a component of the scientific management theory . Taylor's approach focused on reducing time wastage for maximum efficiency . Motion study by the Gilbreths evaluated movements & how they can improve

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work methods. Frank and Lillian Gilbreth pursued the motion study in a bid to expound on scientific management. Taylorism, as the theory is called, had a major flaw. It lacked a human element. Critics said that Taylor's approach was solely about profits.

Implementation of the scientific management theory was one of the first instances that process improvement & process management were treated as a scientific problem.

Application of Time-Motion study in Today's Business:-

Every task you do, except for thinking requires some movement. Whether it's tubing code, plugging in a pressure washer or sketching & building a plan movement is key. It's why's the time & motion study is applicable even in the modern environment.

By analysing how employees operate, and the time they spend, a company can pinpoint where the problem is,

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- ❖ applicable even in the modern e
- ❖ Removing inefficiency, increases the productivity of your staff.
- ❖ for example, finding a better way to manufacturers a car means that production time reduces and output increases.
- ❖ Excessive motion methods is the biggest cause of time wastage, completing a task in ten steps, when seven could have easily accomplished the same results means that a worker is wasting a lot of resources.