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Chapter 5

Edward Bradford Titchener, born in England in 1867, was educated in Germany under Wilhelm Wundt. He brought much of what he learned to the United States specifically to his professorship role at Cornell University. His greatest contribution to the field of psychology was his approach to research known as Structuralism. It is broadly defined as the method in which a subject's conscious experience is ascertained by simply requesting that they give feedback on their experience. Although structuralism is no longer practiced, the knowledge gleaned from this approach to research proved invaluable. Specifically, the goals of the study were well laid out. The scientific manner of Titchener's methods, observations, experimentations and measurements were all worthy of note as a psychology researcher (Schultz 99). This was the birth of self-observation as a legitimate avenue of gathering data in the field of psychology which is still utilized today. Attitude scales and personality assessments are two examples of this type of inquiry and analysis. Introspective reports are also patterned after Titchener's model of studies. These types of reports assist both organizational and industrial psychologists on how to create and improve the design on a myriad of inventions so that the end user gains the greatest amount of benefit from these products.

Titchner, who died in 1927, was heavily criticized both in life and after his passing. Many scientists in the field of psychology believed that one could not self analyze one's own introspections. Any such claim to be able to perform such a task was not trustworthy. When challenged, Titchener struggled to articulate exactly what he meant by the Introspective Method. Also, his researchers/graduate students were inconsistent in their results. It was impossible for them to be purely objective as they gathered data, though Titchener remained confident that such an achievement would eventually be attained by his well trained crew. The bottom line was that his critics viewed the mind as an iceberg, most of it submerged into the realm of the unconscious and therefore cannot be sufficiently known by the subject on their own.