Willy Mora

Chapter 6

Darwin's theory of evolution became very popular and influenced scientific and psychological thought. His theories had a profound impact on psychology in that it shifted the focus from the structure of consciousness to its function. Consciousness began to be seen as a tool of evolution that helped a species survive. The theory was also very controversial because of its implications about the origin of humanity. It took Darwin years to release his work. His work *On the Origin of Species* has proved to be one of the most influential books of all time. Darwin's theory also included the idea of variation, or individual differences. This would be an idea that would be explored by psychologists. Darwin's cousin, Francis Galton also studied individual differences. He had a profound impact on the field of psychology. He was intrigued by the theory of evolution. He felt that intelligence was hereditary. He was a pioneer in intelligence testing, and in psychological statistics. He believed that a person's intelligence could be measured in terms of the keenness of their senses. He developed tests that were able to obtain results on a large scale. Darwin's theories promoted an increased focus on animal behavior. It was believed that if humans derived from animals, that their minds were also not very different. This careful study of animal behavior was the beginning of comparative psychology.

Chapter 7

In the year 1892, the philosopher Herbert Spencer came to the United States. He believed that evolution could be applied not only to species but to the mind. He coined the phrase "survival of the fittest." This thinking was in line with the American culture of the time which was individualistic and set on enterprise. Spencer believed that the government should not interfere too much with society. He felt that if society were left on its own, only the fittest would survive and society would reach its full potential. Evolution also came to be applied to machines, and some wondered if machines would be able to replicate human mental processing. In 1890, as a result of the need to conduct a more efficient census, an engineer named Henry Hollerith developed a machine that was able to calculate the results of the census by counting holes in punch cards. William James emerged as a key individual in the early movement of functionalist psychology. He wrote the *Principles of Psychology* in 1890. James is known as the greatest American psychologist. He went starkly against Wundt's style of psychology. He believed that consciousness should be seen as a unified whole, and not as individual elementary parts. He believed in observing experiences as they occurred, and not based on the interpretations of observers. He also promoted pragmatism. He wanted psychology to be used for practical problems.

Chapter 8

The growing focus placed on the behavior of animals, and the belief in the theory of evolution was the foundation for functionalist psychology. This school of psychology was focused on the

way that the mind could benefit a person's survival. These ideas, combined with the industrious culture of America at the time, provided a launching pad for applied psychology. Applied psychology became the prevailing subfield of psychology. Applied psychology was the use of psychological research to benefit the society in practical ways. This included research in advertisement, job placement, and employee selection. Because it was not easy for a psychologist to earn a lot of money, many psychologists took jobs in applied psychology. They worked for companies who wanted to increase workplace efficiency or who wanted to learn how to advertise better. When the World Wars came, psychology was utilized for its practical purposes. Psychologists conducted intelligence tests on many soldiers. The result was that the army realized that many Americans could not read. The army also had to deny some people from entering the war because of the result of their tests. The world wars were a way for psychology to demonstrate its usefulness in practical situations. The Hawthorne studies on an electrical plant in Hawthorne, Illinois was another practical example of applied psychology. Psychologists were able to find that workers in the plant had better attitudes toward their work simply because they were being interviewed. Clinical psychology was another outgrowth of applied psychology. It was developed by Witmer in the United States. He opened clinics for the treatment of children with learning disorders.