



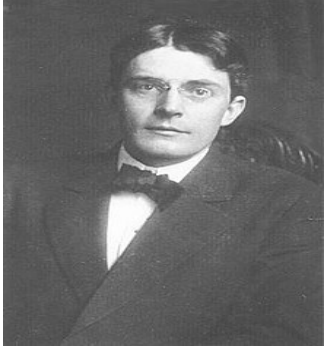
Swan Street Journal



A Year in Review 1912-1913

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Psychodrama



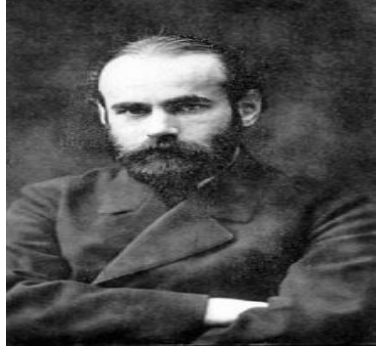
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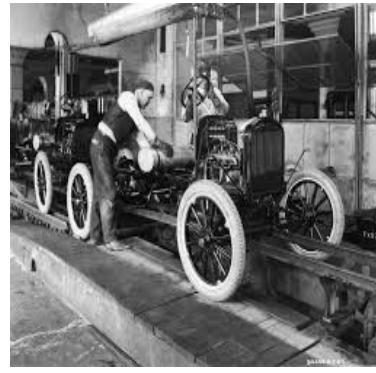
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A 'Whole' New Look: Gestalt Psychology

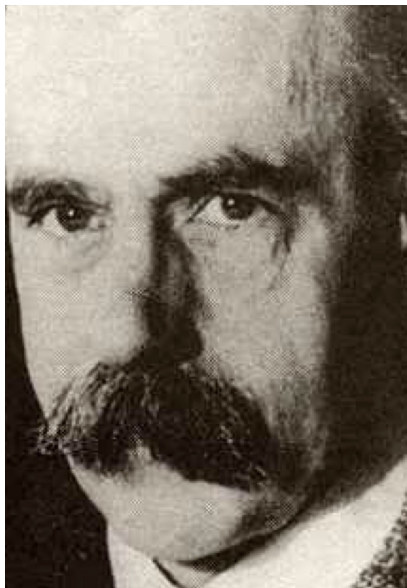
by Hannah Schultz

The principles of Gestalt have been in existence for a few years now thanks to Christian von Ehrenfels, in his article "On Gestalt Qualities." Ehrenfels argued that Gestalt Qualities are determined based on sense data. Essentially, he concluded that a whole is the sum of its parts, however, the parts individually create the foundation for the whole. The article caused a major uproar in the science community especially when Wertheimer presented a new way to organize and understand perceptual experience. Wertheimer made a contradiction to Ehrenfels by saying that the parts of a whole are the last pieces to be consciously attended to. In a way, this type of research can be considered a

rebuttal to Wundt's research in psychology. Wundt is an avid supporter of psychology as an analogy to biology. He believes that everything that we humans perceive is a set of sensation and perceptions through biological processes.

Earlier this year Max Wertheimer made the distinction between apparent motion and his new discovery of phi motion, which lead us to where we are today with Gestalt psychology. Wertheimer ran an experiment in which he took a white piece of paper and attached it to a dark background in the wheel of a tachistoscope, and adjusted the speed. The speed adjustments were used to compare this type of motion with the theory of apparent

motion. The previous apparent motion theory states that in order to see an object in motion, we perceive the object at several successive



points. The beginning and end points of the succession would need to be representative of real motion. In order to extend upon this theory,

the speed adjustments displayed that a speed of 60ms revealed that the perceived motion could not be separated from real motion. This real and perceived motion is what Wertheimer considered "phi motion" in his recent article. The emergence of this article has given way for the discovery of Gestalt psychology.

To better understand the theory of Phi motion, let us try to visualize America's newest and best automobile. The 1912 Topeka Touring, is our most premiere vehicle out on the roads right now. Have you ever wondered how you know that the wheels on the automobile are in motion? How do we perceive that the vehicle is moving? According to Wertheimer, our brain processes

the movement in multiple pictures of continuous positions. We piece that information together, and we assume that the pictures of the wheels in our head is one object. From there we know that the wheels are actually moving.

It will be interesting to see what Wertheimer has in store for the future of psychology. His contributions thus far have drastically changed the course of psychology as a science, and will forever be remembered. Stay on the lookout for new accomplishments from one of the world's most renowned psychologists.

A NEW DEVELOPMENT IN MEXICO

by Hikaru Sanouchi

The Mexican Revolution started in 1910. In 1908 Porfirio Dias stated that he welcomed the democratization of Mexico and this was

the beginning of the battle. Dias was born in Oaxaca, Mexico on September 15th, 1830. His grandfather was an immigrant from

Spain. Dias's family was not economically stable, and his father passed away in 1833. Dias started school at the age of 6, but due to his fam-

ily circumstances, his career choice was very narrow. Dias trained to become a priest at the age of 15 because his family was very

religious.

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During the Mexican-American War, he volunteered to be a soldier, and that was the beginning of his career in the army. Dias fought in the Reform War and aided in Mexico's struggle against the French. He was dedicated to Mexico's victory through his leadership. During the French War, he was captured by the French, but he escaped. After this, he got a promotion to Division General. From these events, his power in the army increased and created a path into politics.

Shortly after Dias became president of Mexico, The Mexican Revolution started. It was a fight against Dias who favored wealthy, powerful landowners and industrialists.

His term is known as Porfirato. He started to use political pressure on people

who did not support him. One of Dias's primary focuses was a promotion of industry and development of infrastructure. He wanted to gain success from opening the country to foreign capitalists.

Economically speaking, he focused on the globalization of the market and continued to sell major Mexican industries. Dias tried to make a modern government and started the registration of lands. However, Mexican people did not support the idea of owning property. Formerly, they managed their land as a small community, and they did not decide who exactly owned the land. Dias continued buying land from communities and sold it to capitalists from other countries and private landowners. This movement formed two different groups

which were the working class and the peasantry. It seemed like progress from Dias's point of view. However, it made an extreme gap between the rich and poor. Indeed, Mexican economy experienced a significant boost during Porfirio's reign. Dias encouraged the construction of factories, industries, roads and dams. The democratization of Mexico made a considerable improvement on infrastructure and agriculture. Mexican industrialization attracted other foreign countries such as the United States and Great Britain.

This new system created elite landholding families who tended to be of European and mixed descent known as hacendados. Most of the people ended up landless laborers, such as industrial workers who made only

slightly over slave wages. Porfirio Dias' presidency did not last long. Francisco Madero became president in 1911. He emphasized the rights of the laborers which brought attention to the peasantry. The media highlighted the new form of freedom, and he became a target of criticism. Laborers started strikes which led to less interest from foreign countries because they were afraid of potential strikes occurring in their companies. The workers who were under Dias's government began to have anti-American thoughts. The anarcho-syndicalist House of the World Worker was

sounded in 1912 by Antonio Dias Soto Gama, Manuel Sarabia, and Lazaro Gutierrez de Lara. This is known as a labor union for protecting workers. The Mexican Revolution has not ended yet, and it is going to be a long journey for Mexico. The revolution has brought fights to the country, and the gap between owners and workers has not been reduced yet. Some people say it is going to be roughly over 30 years until they are going to see improvement.



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Iceberg: 1 - Titanic: 0

by Hannah Schultz

The RMS Titanic was the world largest ship floating on the waters of the Earth. Around 2,435 people purchased their tickets for the maiden voyage of the cruise liner. The planned route for the ship was to leave the Southampton dock and head for New York City. This top-of-the-line boat was loaded with luxurious dining halls and only the most prestigious sleeping quarters. The floors were organized by class with first class on the highest floor, and the lowest class and crew rooming on the lower parts of the ship.

Aboard the Titanic were some of the world's most recognized names. John Jacob Astor IV was taking a trip to New York City only shortly after divorcing his first wife in order to marry Madeleine Talmadge Force, who is 29 years his junior. Also on board was the President and CEO of Macy's, along with his wife, and some other friends of the family. Originally, Mr. J.P. Morgan was planning on accompanying his fellow financiers, but diverted from his plans when he became overwhelmed with a business matter.

The Titanic departed from Southampton on April 10th of this year to never return to her home dock. Before the captain and crew left for the maiden voyage, there was a small coal fire in one of the

bunkers onboard. The crew was able to extinguish the fire and clarified to all passengers that there was no significant damage that would risk the strength of the ocean liner. As soon as they made the first moves to set out on the voyage, they narrowly avoided a collision with the American Liner, the S.S. New York.

The rest was smooth sailing until the night of April 14th even though the ship received multiple reports from various other ships of icebergs ahead. At approximately 11:30 pm, the warning bells were rung from the lookout tower and accounts of an iceberg ahead were recorded. The captain directed the crew to immediately put the engines in reverse and steer sharply to the left. There was a narrow escape with only a slight showering off ice onto the decks of the Titanic. The crew believed that they were clear of any danger. Little did they know that there was spike of ice under the ocean's surface jutting up 300 feet. The tower of ice shred through the bottom of the ship and caused flooding in the first four compartments.



It was predicted that there was only an hour and a half of time before the Titanic would sink to the ocean floor. She lasted three hours before splitting in two halves and plunging towards the bottom of the sea. As many life boats were filled as possible, however, there were not enough lifeboats available for all of the passengers. They were capable of holding 300 passengers each and many were only filled with a dozen people due to the chaos. Women and children had priority for spots in the boats, however, it went by socioeconomic class. The third class and crew were the last to load.

It is estimated that well over 1,000 people were taken by the sea that night, never to return to their homes. It is quoted from her captain, Edward John Smith, that the Titanic was The Unsinkable Ship. It is a humbling notion to understand that the human hands that built the unsinkable failed, and the Titanic indeed could sink, taking many lives with her.

Making Connections: Psychodrama & Sociometry

by Hikaru Sanouchi

The most typical type of counseling these days is one on one. There is a client and psychologist who is trying to figure out what is going on and how he/she is going to fix it. However, a new type of counseling has been brought to light.

Psychodrama might not sound familiar to people who are not in the field of psychology. Psychodrama is known as group psychotherapy. Group psychotherapy happens when a psychologist treats a small group of clients together as a group.

In group therapy, patients tend to develop personal relationships as a collective whole. Group psychology is beneficial because it allows the client to find a place to express themselves to people who they do not know well. It might take a while to open up to the people who they do not have close relationships with. However, once they build intimate relationships, there are many benefits for the

client and counselor. Group therapy can occur in many different forms. It can be psychoeducational groups, skills development groups, cognitive-behavioral/problem-solving groups or support groups. Even though it is still not familiar to most people, this method might be standard in the future.

Jacob Moreno is the founder of psychodrama. Jacob Moreno was born in 1889 in Bucharest, Romania. A few years later, his family moved to Vienna. Originally, he pursued a career in medicine. Ultimately, he decided to leave medicine and pursue a career as a psychiatrist near Vienna. During his career, he tried a variety of techniques in his practice, and group psychotherapy is one of them.

Sigmund Freud has a significant influence on psychology today. Freud believed in the importance of the unconscious mind and how it directs human behavior. However, Moreno

was interested in something else. He used entirely different techniques compared to Freud. He preferred to focus on the present and future of his clients and wanted to build a personal relationship with the client through this counseling process. Psychodrama might be new; however, it is very beneficial.

When one hears the words "group therapy," they might think clients discuss their issues as a group. Even though it is group therapy, each session focuses on one person at a time. Focusing on an individual in a group setting is an excellent chance for mirroring one's behavior and for self-reflection. These kinds of role reversal are useful for a client to understand their feelings and actions, as well as the feelings and actions of others. When patients react to others, the psychologist can analyze their behavior. In fact, Moreno gives feedback while they are in a group session. Moreno believes

love and mutuality are an important part of the process during group therapy.

Moreno contributed not only to the field of psychology, but also to the field of sociology. Moreno coined two new terms: "sociatry" and "sociometry," which refer to having a good relationship with society. He thinks a community plays an

essential role in everyone's development. Individuals who have healthy social relationships have a better state of mind. Moreno helped developing social network analysis. Social network analysis is



essential role in everyone's development. Individuals who have healthy social relationships have a better state of mind.

Moreno helped developing social network analysis. Social network analysis is

A New Fight: Women Suffrage Parade

By Sydni Neal

March 3, 1913, one day before Woodrow Wilson's inauguration, the streets were filled with more than 5,000 women with backgrounds ranging from young to old, from poor to rich, and from educated to non-educated. This "Women's March" took place on Pennsylvania Avenue and will surely be remembered as the largest suffrage event in the history of the United States. For the past 60 years, women from all across the U.S. have

been fighting to raise awareness and voice their demands for the right to vote. However, on this day in March, they formed their first major national event for the movement.

The event was organized and directed by the combined efforts of Alice Paul and the National American Woman Suffrage Association. However, the actual parade of women was led by lawyer and activist Inez Milholland who sat upon a white horse. The entirety of the parade included

over 5,000 women, over 20 parade floats, nine bands, and four mounted brigades who followed in procession after the galloping Milholland.

Aiming to gain as much attention as possible, the parade was strategically set to be held on the day just before president-elect Woodrow Wilson's inauguration. Knowing that a large sum of people would be gathering in the area in order to attend the inauguration the following day, those

marching in the parade were met by thousands of spectators as they marched from the U.S. Capital toward the Treasury Building.

While the event was breathtaking and raised awareness for an inspiring cause, some sacrifices were made. By the end of the day, 100 women were hospitalized due to injuries and fatigue. Despite



these setbacks, the parade was finished with no other real issues or complications. The actions of these women have gone on to be featured in newspaper headlines, including this one, all across the country. This movement will, therefore, surely bring both the attention and action called for by the women of this march.

Seeing is Believing: Behaviorist Manifesto

By Sydni Neal

John B. Watson, well-known for his work in behavioral

psychology, has just published a piece titled, "Psychology as

the Behaviorist Views it," also known as "The Behaviorist

Manifesto," in which the inner workings of behaviorism as

a basic function of psychology is explained.

Con. on pg. 4

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According to Watson, this new branch of psychology is a “purely objective experimental branch of natural science,” and its ultimate goal is to not only be able to predict behavior, but also to control it. Introspection, therefore, plays no part in this method of psychology. Rather, it focuses on mental processes translated into observable, physical behavior. While Watson admits that he still has trouble answering the question of how animal behaviors may translate to the human conscious, he stands by his statement that understanding animal behavior will help with the understanding of human behavior, which then sheds light on the human consciousness. However, he warns individuals against looking into animal behavior just for insight into human consciousness. The reason he warns against this, Watson says, is because

individuals often become anthropomorphic of the animals they’re working with—meaning they give them too many “human” characteristics such as feelings, emotions, and rationalizations.

Watson in his piece goes on to argue that maybe now is the time that psychology must shed the weight of trying to explain the consciousness and should rather focus on the purely observable. He relates this forcing of human consciousness as the center of psychology to biology in Darwin’s time. According to Watson, the whole Darwinian movement was judged not by the light it shed on all different types of species and organisms, but rather solely on its ability to reveal information concerning the origin and development of the human race. Because of this focus, much important information was overlooked concerning other species

that may, in the end, have led to important discoveries about the human race; however, because its center was not the origin or development of humans, it was considered to not be as important. Watson, therefore,



is arguing this same process of discrimination is happening within psychology today. Rather than focusing solely on the consciousness of the human mind, the field should allow a more diverse range of explanations and inquiries in order to truly al-

low psychology to grow and flourish as a scientific study. The psychology that Watson is envisioning, therefore, centers itself around observable fact from both man and animal, and the process by which they adjust themselves to their environment through the means of hereditary and habitual processes. Once the process has been solidified and becomes a habit for the organism, Watson claims that given a certain response, the stimuli can be predicted; and given a certain stimuli, the response can be predicted. While some stimuli-response combinations are more complex and take more time to solidify than other combinations, the process of behaviorism is to understand, record, and determine the process by which to guarantee the stimuli-response combination. However, uniformity in the procedures of stimu-

lation and recording responses is necessary in order to maintain validity and reduce problems similar to those found in introspection techniques. Watson states that behavioral psychology is both the revolution and the solution to introspection’s problems. Due to its reliance on and its foundation within purely observable behaviors, the questions and possible interferences that come from relying on what is not directly observable are avoided. Because of this, Watson is calling for the immediate transformation within the psychological community and the understanding that introspection is a method of the past. Where introspection fails, behaviorism is there to clarify and shed light on new and fascinating psychological processes.

Industrial Psychology: A New Approach to the Workplace by Taylor Krile



This year we saw the emergence of a new type of psychology: industrial psychology. Hugo Münsterberg brought industrial psychology to the masses with the publication of his books, *Vocation and Learning* and *Psychology and Industrial Efficiency*. According to Münsterberg, his decision to develop industrial psychology came from the need to “sketch the outlines of a new science, which is to intermediate between the modern laboratory psychology and the problem of economics.” His books are

centered around determining why certain workers should be hired, how to increase motivation and therefore performance, and how to effectively use marketing campaigns. Münsterberg’s *Psychology and Industrial Efficiency* provides an extended look at the role industrial psychology plays in the workplace.

Münsterberg uses this work to point out the importance of matching one’s personalities and mental abilities with the correct vocation. For Münsterberg, the relationship between personal factors and business is the most important component of industrial psychology. When this relationship is understood, workers will be placed in positions that fit their abilities. It has been found that workers in the United States move from job to job more frequently than in other countries. Münsterberg proposes the use of

“vocational counselors” in schools to counteract this problem. He believes that children’s personalities and mental abilities should begin to be quantified at a young age.

Münsterberg pushes for the application of psychology, and these vocational counselors are doing just that: quantifying individual’s abilities to ensure that later in life they will be placed in a job that matches well with these abilities. It is Münsterberg’s hope that employing the use of industrial psychology will reduce workers’ feelings that they need to continue searching for other jobs that better fit with their personalities and abilities.

Furthermore, Münsterberg highlights the necessity of determining the proper conditions present in the workplace. When conditions are favorable, workers will create larger quantities of

products at a higher quality. There are several factors that contribute to less-than-satisfactory workplace conditions. Münsterberg shows the negative effects that continuously completing repetitive tasks has on worker productivity and motivation levels.

Not only does quantity and quality decrease when this repetition occurs, but workers also become fatigued quicker and begin to pay less attention to their work than other workers experiencing more variability in their daily tasks. Münsterberg realizes that finding the right job for a worker and ensuring greater quantity and quality of products does not automatically equate to greater consumption of the product. Just as it is necessary to study the effects that personality, mental abilities and workplace environment have on worker productivity, it is necessary to

study how to best market the product and maximize profits. Münsterberg focuses on consumer demands, the importance of creating effective advertisements and marketing campaigns, and how to psychologically define and study the buyer-seller relationship. Münsterberg’s work has opened the door for a new type of psychology to emerge in the United States, and eventually worldwide.

He has developed the methods for ensuring that personality, ability, work environment and economic principles be considered in the realm of business. Worker placement, worker productivity and consumerism are being combined into a single entity that fits under the heading of industrial psychology.

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Ford Assembles Faster! by Taylor Krule

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Not only did we see the introduction of industrial psychology to mainstream America this year, but we also saw it put into action! The Ford Motor Company is now using a method called the assembly line to put together their cars. Sure, other companies have tried to use the assembly line before, but never has a company done it as successfully as the Ford Motor Company.

Ford's adaptation of the assembly line has allowed for the mass production of quality cars! Before the Ford Motor Company began using this technique, it took their workers twelve hours to build a car. Now

how long does it take? Only two hours and thirty minutes! Henry Ford, the inventor of the Model T, was determined to create a car that was less expensive. However, in order to do so, he would have to create more cars in much less time. Ladies and gentlemen, he has found a way to do it!

To make this dream a reality, Ford had to completely reinvent his factory. He had to install moving belts that would make it possible for

parts to move from one station to the next. He had to train each worker to become a specialist at one part of the assembly process. He also had to develop a system for parts to be available to the assemblers at all times.

Despite these challenges, Ford made the dream work. He installed the belts, trained his workers and created a system for other workers to continuously bring needed supplies and parts to the

workers assembling the cars. This allows the assemblers to spend less time away from their stations gathering parts, and therefore contributed to a quicker production of cars. Additionally, Ford uses interchangeable parts to construct his cars. This means that each car is made of the same parts, so time is never spent searching for a specific part for a specific car; each car is made in exactly the same fashion with exactly

the same parts. Because cars are being produced at such a fast rate, the price of the Model T has dropped considerably this year, which is great news for consumers! Not only are the consumers happy, but so is Henry Ford. His factory has produced less waste and a high-quality product in large quantities. Yes, the assembly line helps Henry Ford and the consumers buying his product.

But what about the work-

ers? Because of the decrease in time necessary to construct the cars, the work days of the employees has been reduced from nine hours to eight. Even though they are not working as much, Ford has begun to pay them more, because of the increase in company revenue. The successful installment of the assembly line has been positive for Henry Ford, his factory workers and the consumers. Hugo Munsterberg might just be on to something with his industrial psychology!



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