Contents

Preface xiii

Chapter 1
The Beginnings of Psychological Practice 1

Having Your Head Examined: Phrenology 3
It's All in the Face: Physiognomy 9
Psychology's Other Occult Doubles 14
The New Psychology 21
Selling the New Psychology 24
Conclusion 31

Chapter 2
Clinical Psychology 32

Mental Asylums 32
Clinical Research by Psychologists in the 1890s 38
Lightner Witmer's Call for a Clinical Psychology 41
Intelligence Testing 42
The Early Clinical Psychologists 44
Influences on Clinical Psychology at the Turn of the Century 46
Freud's Visit and Psychoanalysis in America 46
Clifford Beers and the Mental Hygiene Movement 47
Morton Prince and Clinical Psychology 48
Elwood Worcester and the Emmanuel Movement 49
Clinical Psychology: Organization, Certification  51
An Outbreak of Psychology: The 1920s  54
An Organization for Professional Psychology  56
Between the Wars: The Rise of Clinical Assessment  57
  Shell Shock Cases  59
  Early Personality Testing  60
  Projective Personality Testing  61
  The Minnesota Multiphasic Personality Inventory (MMPI)  63
World War II and Clinical Psychology  64
  Clinical Psychology and the Scientist-Practitioner Model  65
Psychologists and Psychotherapy  67
Models of Psychotherapy  69
  Behavioral Therapies  70
  Cognitive Therapies  72
  Humanistic Therapies  72
Further Evidence of a Profession  73
  Licensure for Professional Psychologists  73
  Professional Ethics  74
  Professional Journals  74
  Professional Psychologists and the APA  75
  Professional Schools of Psychology  75
Clinical Psychology in the 1960s  76
  Community Mental Health Centers  78
  Independent Practice  78
Conclusion  79

Chapter 3

School Psychology  81
Education and Democracy  81
Child Development and the Legacy of G. Stanley Hall  83
  Hall's Recapitulation Theory  84
  Estimating IQs  85
Terman and the Study of the Gifted  87
  Arnold Gesell: The First School Psychologist  88
Individual Case Study and the Legacy of Lightner Witmer 89
New Work in Applied Psychology 90
Witmer and the Influence of the Environment 92
Special Education and School Psychology 93
Psychology in the Schools 94
Organization and Identity 96
The American Association of Clinical Psychologists 96
New Associations 96
Recognition 98
Entry-level Issue in School Psychology 98
Shape and Definition for School Psychology 99
Expanding Roles 100
School Psychology at Mid-Century 101
National Institute of Mental Health (NIMH) and School Psychology 101
The Thayer Conference 102
Recommendations for Training 106
Expansion 107
Legislation that Impacted School Psychology 109
Back to the Future 110
The National Association of School Psychologists 111
NASP and Division 16 112
Conclusion 113

Chapter 4

Industrial-Organizational Psychology 115
The Salience of the Workplace 116
The New Psychology and the Business of Advertising 118
Scott and the Power of Suggestion 119
Harry Hollingworth and the Effectiveness of Advertising 120
Watson's Behavioristic Approach to Advertising 121
Hugo Münsterberg and the “Founding” of Industrial Psychology 122
Carnegie Tech's Division of Applied Psychology 124
The Bureau of Salesmanship Research 126
The End of the Division of Applied Psychology 127
The Resocialization of Practitioners 194
Farewell My Lovely 195
Prescription Privileges for Psychologists 197
Opposition to Prescription Privileges 197
Clinical Trials for Psychologists 198
Proponents for Prescription Privileges 199
New Practice Specialities 200
Forensic Psychology 200
  Minsterberg and the Psychology of the Courtroom 200
  Contemporary Forensic Psychology 202
  Clients for Forensic Psychology 203
  The Psychological Autopsy 203
  Growth of Forensic Psychology 204
Sport Psychology 204
  Coleman Griffith: Founder of Sport Psychology 205
  Modern Practice of Sport Psychology 207
  The Work of Sport Psychologists 208
Health Psychology 210
  The Practice of Health Psychologists 211
  Interventions 212
  Health Psychology in Hospitals 212
Science and the Practice of Psychology 213
  Contemporary Concerns About Professional Schools of Psychology 214
  The "Myth" of Professional Psychology 215
  Doing and Applying Research 216
  Practice Guidelines 217
  Conflict Over Guidelines 218
The Future of the Profession 219
  Growth in Health Psychology 220
  Growth in Psychological Services to Minorities 221
  Changing Roles for Psychologists 221
A Final Comment 222
Endnotes 224
Index 257