

Personal History: (1863-1916) At University of Leipzig was student of Wundt's, received PhD in 1885. In 1887, Doctor of Medicine, University of Heidelberg. Taught philosophy and psychology at Feiburg, 1887-92. William James, Harvard, called his dissertation "Will Activity" a "little masterpiece". From 1892-95 went to Harvard to take charge of psychological laboratory and professor of experimental psychology. Returned to Feiburg, 1895-97, to decide on full position at Harvard. In 1897 he returned to Harvard and remained, except for 1910 as exchange professor to University of Berlin, until death in 1916.

The German-American:

- *Saw self as product of superior German educational system and his duty to build mutual understanding and respect between Germany and United States.
- *Essays (1901) lampooned the prejudices held by Germans and Americans.
- *Expanded essays into two volume book "The Americans" translated by E.B. Holt, a student, in 1904.
- *Viewed as ambassador of good will by Presidents T. Roosevelt and Taft, by the Kaiser, and spoke at "Peace Conference" in Andrew Carnegie's Hall.
- *In 1914 wrote "The War and America" explaining Germany's entry into the war.
- *In 1916 published "Tomorrow" a profound look into postwar world.
- *He was ostracized, vilified, and detested by millions of Americans through "good copy" press.
- *Died of cerebral hemorrhage at Saturday lecture in December 1916 (fatigue and emotional turmoil contributed to his early death)
- **Despite German heritage, he was a product of American society. He created Scientific Congress at St. Louis Exposition of 1904. Elected president of American Psychological Association and American Philosophical Association. Turned down many international offers, including one to fill Kant's chair in philosophy at Koenigsburg. He and William James made Harvard the center of American Psychology and Munsterberg created the field of "Applied" psychology.

The Philosopher:

- *He blended philosophy and psychology at Emerson Hall at Harvard with the attitude "that a psychological laboratory allied with natural sciences would study only basic sensory and perceptual processes, while alliance with epistemology would encourage studies of the higher mental functions such as attention, memory, feeling, emotion, and thought."
- *He was an idealist - rejected "positivism" and "pragmatism".
- *Major work "The Eternal Values" systematized the following value system:

****FOUR BASIC VALUES** - Logical
Aesthetic
Ethical
Metaphysical

Occur in Two Modes
Life Values (personal and automatic)
Culture Values (civilized and intentional)

The Four Basic Values were applied to each of the two Modes and the resulting eight sets of values were further analyzed by three environmental constructs which provided a total of 24 classes of eternal values. These were basic to all of his later work.

Further analyzed in Three Facets

Physical World
Social World
Inner World

*His student, E.B. Holt, and later Holt's student, Tolman, had to separate psychology and identify it as a dominant theme in experimental psychology.

The Experimental Psychologist:

*Considered self an experimental psychologist.

*Very proud of Emerson Hall - developed two assistants, Holt with human studies, and Robert Yerkes with animal labs.

*Worked from basis of "Introspective Analysis" which was based in cause and effect relationships of the nervous system but absent in consciousness - analysis of the latter allowed prediction of the former.

*Receptive to behaviorism. (behavioral observation equal to introspection.)

*He had broad view that allowed other methods of psychology to be welcomed without being restricted by that viewpoint.

*Purposive psychology - "acts which are performed by a subject".

*Saw self as prepared to deal with "artificial world" of behaviorism and "real world" of humanistic psychology.

The Psychotherapist:

*Limited - only private - consultation.

*Held that there is physiological basis for every mental illness - one, central nervous system unimpaired but affected by bodily malfunctions; two, the nervous system is abnormal.

*His role was purposive (impose will on subject) while condition was causal (resulting from physiological factors).

*Eventually moderated views of subconscious and in 1909 wrote "Psychotherapy" which presented a balanced view of psychiatry and psychotherapy.

The Applied Psychologist:

*Beginning in 1899 he actively developed and supported applied psychology.

*Urged the establishment of "psycho-educational" laboratories.

*In 1905 wrote "The Principles of Art Education".

**From 1907 he wrote 8 books in English, 2 in German and a number of magazine articles which covered the subjects of: courtroom procedures, teaching, vocational education, industrial efficiency, business and films. He founded the Division of Applied Psychology at Harvard. He founded and defined the field of applied psychology.

The Forensic Psychologist:

- *Interest in law was reinforced by strong publicity. (One slip of the tongue led the press to believe that he had a "lying machine" which developed the idea of the lie-detector).
- *Published "On the Witness Stand".
- *Stated that causes of crime lie in society and not in the genetic makeup of individual.
- *Based writings on sensationalism, but not too scientific. However, created climate to change courts and courtrooms, include psychologist and psychiatrist as "expert witness", development of the polygraph, and psychological training in law professions.

The Educational Psychologist:

- *While Thorndike and Dewey were reshaping education, Munsterberg was almost blind to new techniques and methods.
- *Saw education as system to produce individuals who would strive for eternal values.
- *Supported individual differences - education should allow for these differences.
- *Urged special classes for retarded and emotionally disturbed.
- *Supported "formal discipline" education - vocational education - longer school year - smaller classes - larger budgets - higher pay.
- *Opposed to coeducation below professional or graduate level. Separate but equal education for the sexes.
- *Saw educational psychology become a major field in applied psychology.

The Industrial Psychologist:

- *Along with a hand-full of others he developed the outline and set the goals for this new branch of applied psychology.
- *In 1909 an article "The Market Place and Psychology" urged the application of psychology to personnel selection, advertising, packaging and display of products, design of products and equipment, and improvement of industrial efficiency.
- *In 1912 wrote "Vocation and Learning" which was highly intellectual in classification of human knowledge and description of vocations.
- *Most effective was publication of "Psychology and Industrial Efficiency" in 1913 (see Appendix)
- *In "Psychology and Social Sanity" in 1914 he attacked "socialism", created a case for free enterprise - labor reforms should be tested on their effect on efficiency.
- *Proposed time and motion study for farmers - developed new field of applied animal psychology.
- *In 1917 last volume published "Business Psychology" was most successful as textbook - integrated discussion psychological principles and their application.

- *Reported results of questionnaires requesting information on laborers' attitudes toward jobs, leisure activities, labor movement, and other personal data.
- *Increased emphasis on behavioral processes, motor learning, and feedback - also motivational factors, especially in advertising.
- *Concerned about individual differences and personnel hiring and guidance.
- *Predicted development of consulting psychological engineers and private psychological institutes.
- *Cautioned against prejudices against minorities and women, although he emphasized genetically based differences.
- *Private consultant with industry in personnel work.
- *Involved in street lighting as advisory member to national committee.
- *With Woodworth, Thorndike, and Hollingworth founded Economic Psychological Association.

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"Overall, Munsterberg's grasp of the psychology of business and industry was impressive. In two books and a handfull of articles he laid the groundwork for every major development in these fields. ...Although Walter Scott on psychology of advertising, Frank and Lillian Gilbreth on time and motion study, and Frank Parson's Vocational Bureau were also pioneers in the field, there should be no doubt that Hugo Munsterberg was the founder of the fields of industrial psychology and business psychology as they exist today."

**This outline was summarized from "Hugo Munsterberg: A Study in the History of Applied Psychology", Merle J. Moskowitz, American Psychologist, October 1977.