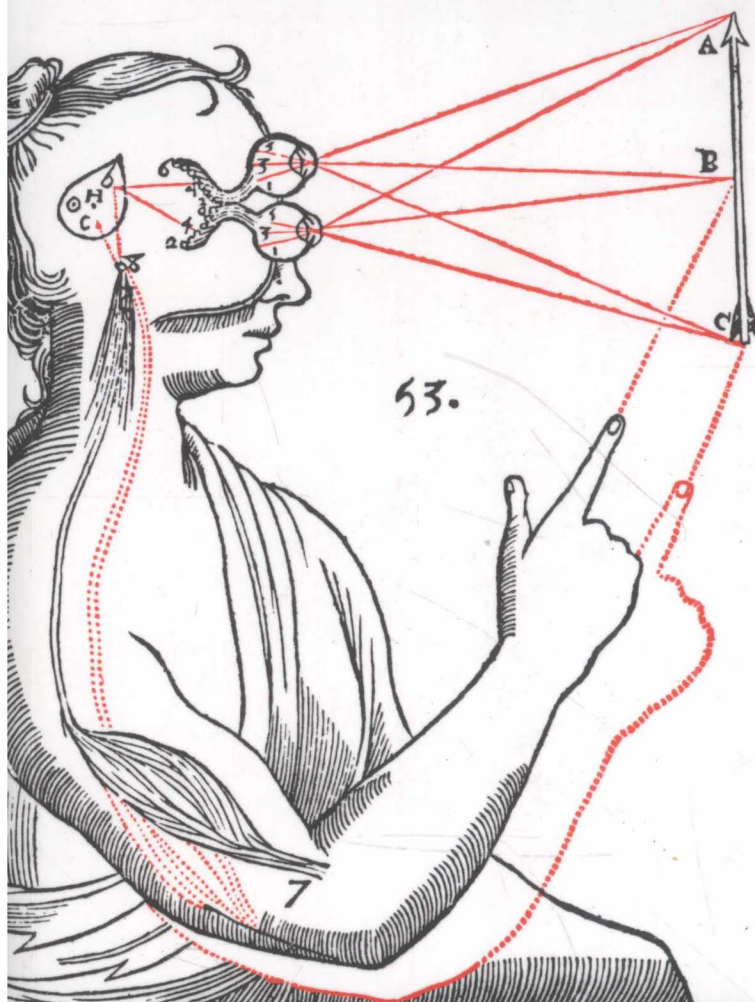


FOURTH EDITION



A HISTORY

PIONEERS OF PSYCHOLOGY

RAYMOND E. FANCHER | ALEXANDRA RUTHERFORD

PIONEERS OF PSYCHOLOGY

FOURTH EDITION

常州大学图书馆
藏书章

Raymond E. Fancher
Alexandra Rutherford



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For
Seth Wesley Fancher (in memoriam)
and
Joëlle Fancher Morton

For
Emily Jane Pickren
and
Graham Wesley Pickren

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Preface to the Fourth Edition

From Raymond E. Fancher

The Preface to the first edition of *Pioneers of Psychology*, written more than thirty years ago, opened by saying:

This book is about the lives and works of some of the people who shaped the modern science of psychology. It attempts to illustrate how several fundamental ideas and theories actually came into being by presenting them in the contexts of the lives and perspectives of the individuals who first grappled with them. By blending the biographical with the theoretical, and showing how the early psychologists were driven to make their particular discoveries as much by their own personalities and life histories as by their dispassionate scientific analyses, it aims to lend vitality and interest to important ideas that otherwise might seem less compelling.

These words still hold true for this fourth edition, although the cast denoted by the phrase “some of the people” has expanded with each succeeding edition. The present edition presents the single largest enlargement yet, bringing the book to a point where I believe it fairly

represents the history of the broad discipline of psychology as a whole. In the expectation that this new edition will be found suitable for adoption as the primary text in history of psychology courses, several new features have been added. The textbook itself now includes an illustrated time line as its beginning and an extensive glossary of key names and terms at its end. Ancillary resources have also been prepared for teachers, including a 450-item multiple-choice testbank, PowerPoint slides for each of the chapters, and the collective artwork for the book—all available via the Norton website at wnnorton.com/nrl.

One major goal in this, as in the preceding two revised editions, is to make sure that its presentations are “up to date.” Although it may be surprising to some, the study of the history of psychology has become a vibrant scholarly specialty area, and the sheer amount of reliable historical and biographical knowledge increases regularly. Formal organizations such as the Society for the History of Psychology (Division 26 of the American Psychological Association), Cheiron (The International Society for the History of Behavioral and Social Sciences), and the European Society for the History of the Human Sciences actively promote historical research, and provide collegial settings that welcome students and new researchers to the field. Specialized journals such as *History of Psychology*, *The Journal of the History of the Behavioral Sciences*, and *History of the Human Sciences* regularly publish new findings in the field. For the past three decades it has been my pleasure and privilege to be actively involved with these organizations and journals, making me keenly aware that there is always something new to be learned and said, even about subjects that are very old. The new edition attempts to take advantage of this emerging new knowledge to the greatest extent possible.

Further, a good portion of the emerging new knowledge relates to individuals and events from the middle years of the last century, the period in which I myself was educated, and which constituted “contemporary” psychology when I was writing the first edition. Now, however, many of those people and events are considered “historical” by the younger generations, clearly meriting inclusion among the pioneers of psychology. Accordingly, this new edition contains substantial new material on several mid-twentieth-century figures including Solomon Asch and Stanley Milgram in social psychology, Gordon Allport in personality, Abraham Maslow in humanistic psy-

chology, and Ulric Neisser in cognitive psychology—among several others. I confess to experiencing mixed emotions while researching and writing about these individuals. On the one hand their new status as “historical” signified that I myself had become (within a blink of the eye, it seems) an elder figure—a sobering realization. In compensation, however, it was fascinating for me to gain closer acquaintance with the lives of some people whom I had known personally and who had positively influenced my own life and career. Prime among these was Gordon Allport, whose student I was fortunate to be during his final years of active teaching. Besides serving as a role model for me of the caring and socially committed teacher, he introduced me to the pleasures of historical research and first demonstrated to me the significance of psychology’s history for an appreciation of its present. As a staunch advocate of the person-centered, case study approach to the understanding of individual lives, he also directly inspired the general style of all the editions of this book. I had less intensive but still significant personal contact with several other of the “new” pioneers covered in this book, and it was highly interesting to learn more about those mentors’ own backgrounds and influences.

Another worthy group of new pioneers came increasingly to my attention over the years. Some reviewers of the first edition commented correctly on its almost exclusively male cast of characters. At the time it was relatively easy to justify this fact by noting that during most of the periods with which the book dealt, women had been systematically excluded from participation in psychological discourse. There simply was not very much to be said about them because they had not been allowed to say very much. Even when women were able to overcome these barriers and did participate, especially as the twentieth century progressed, their contributions had often been overlooked by historians. In the intervening years this situation has changed radically, however, as talented historians have uncovered and published extensive material documenting women’s often important roles “behind the scenes” in early times, their persistent and often courageous struggles to gain education and equality during the late nineteenth and early twentieth centuries, and the increasingly prominent positions they have assumed ever since then. It was clear to me that a fourth edition should do a much better job at representing the contributions of psychology’s female pioneers.

As I contemplated these prospective enhancements for a new edition, it also occurred to me that the revisions could benefit greatly from the perspectives of a younger coauthor who shared my enthusiasm for a personalistic approach to writing history, and with a complementary background of historical expertise. The first person to come to mind for such a role was Alexandra Rutherford, whom I knew first as one of those rare and delightful “students” from whom one learns far more than one teaches, and later as a friend and faculty colleague in York University’s graduate program in the history and theory of psychology. Her awardwinning research on the history of behaviorism, applied psychology, and of the roles of women in psychology exemplified exactly the kind of recent work I thought the new edition should make use of. Accordingly I was overjoyed when she accepted my invitation to join me in this venture. My decision to extend that invitation has turned out to be one of the best I ever made, and it has been a complete pleasure to work with her in bringing forth this revised edition.

From Alexandra Rutherford

Ray Fancher’s invitation to join him as co-author on the fourth edition of *Pioneers of Psychology* required practically no deliberation. I was “brought up” on *Pioneers* (so to speak) in my study of the history of psychology, and then assigned *Pioneers* as a required text when I began teaching the course as a faculty member. I had thus experienced firsthand the book’s ability to make history come alive for students. Equally important, I had also witnessed the power of *Pioneers* to convey the most important intellectual developments in the history of psychology in a way that was both conceptually sophisticated and compelling as narrative. Thus, it was one of those decisions often referred to colloquially as a “no-brainer.”

As anticipated, it has been both an honor and a delight to work with Ray Fancher on this substantially revised edition. I can clearly recall the day I sat in his office, having recently decided to devote myself to doctoral work in the history of psychology, and proposed B. F. Skinner as a dissertation topic. He was enthusiastic about the idea, and what ensued was a rich and colorful journey through multiple archives,

interviews with many of Skinner's friends and followers, and memorable trips both to Skinner's house on Old Dee Road in Cambridge, Massachusetts, and to Twin Oaks in Louisa, Virginia, an intentional community originally inspired by Skinner's novel *Walden Two*. It has been over ten years since the completion of that dissertation, which inspired a book, and the process of writing both cemented my passion and commitment to making history come alive for others as it has, so vividly, for me. Participating in this revision of *Pioneers* was a natural extension of this passion.

I hope that this new edition continues the tradition of careful, informative scholarship combined with "vitality and interest" so well established in the first three editions, but also adds some exciting new features. In particular, this edition has been significantly expanded by two entirely new chapters on personality and applied psychology, areas that are of great interest to many psychology students. These chapters incorporate some of the most up-to-date scholarship by historians of psychology working in these areas. In fact, the entire text has been revised with an eye to adding recent scholarship that is constantly challenging, changing, and enhancing our knowledge of psychology's past. As Ray indicates above, this knowledge is not static; new material, new perspectives, and new interpretations are always being added to the historical record. It has been our aim to ensure that *Pioneers*, in its own evolution, reflects the dynamic nature of psychology's history.

Accordingly, one of the other new features of this revised edition that I have been particularly pleased to contribute to is the increased inclusion of female pioneers. Over the past several years my own scholarship has moved increasingly into the area of "women's history," a sub-field of history that coalesced in the 1970s under the influence of the women's movement. At this time, historians became interested in "re-placing" women in history. Clearly, since women have always represented half of humanity, they have always had a "place" in history. But why, feminist scholars asked, did recorded history not reflect this?

Some women's historians called for increased attention to topics that had, in the past, been invisible or overshadowed by the emphasis on military, economic, or political histories in which men were almost always the exclusive actors. Thus, histories of the family, of

motherhood, of child rearing, and of women's labor, civic, and political leadership began to be written. The history of women in science became a burgeoning field and remains so to this day. Further, at this time psychologists also started to become interested in the history of women in their field. Who were psychology's early women, and what factors affected their participation in their chosen discipline? What contributions did they make? And since women had always been part of psychology (albeit in small numbers at the beginning), why did we know so little about them?

Although I was too young to be a part of the emergence of women's history in the 1970s, since that time there has been a steady increase in the scholarship on women in psychology's history, reflecting the dynamic nature of history to which we have alluded above. The majority of this scholarship has featured the histories of U.S. and Western European female pioneers, many of whom we include in this new edition. Women's early participation in psychology in other parts of the world has received less systematic attention, making it an exciting area ripe for historical scholarship. It is also worth noting that despite the truly remarkable growth of historical scholarship on women in psychology, works featuring the kind of detailed, rich, and extensive analysis of individual lives on which *Pioneers* draws are still more difficult to source for women pioneers. Two notable exceptions to this trend are Leta Stetter Hollingworth and Lillian Moller Gilbreth, and we have made use of this material to feature them as major—and fascinating—pioneers in this new edition.

Finally, as historians of psychology, we know the importance of having an archival record that is as comprehensive and inclusive as possible. If this record does not reflect the participation of all of the diverse contributors to our field, the histories that come to be written will provide a distorted and partial view of psychology's past. With this in mind, a number of years ago I became both personally and professionally interested in, and acquainted with, some of the women who had pioneered the psychology of women and gender as a distinct subfield within psychology in the early 1970s. Many of them were interested in telling their stories, so I began to conduct oral history interviews with them to ensure that their voices and experiences were included in the historical record. I was also genuinely interested in knowing more about their lives. This interest in "individual lives

in context” is of course at the heart of the personological approach that guides this book. I trust that as the years pass and many of these women come to be considered “historical” for their substantive contributions to psychology, this material will become grist for future editions of this book, and others, that adopt our personological approach.

Acknowledgments

All of the editions of *Pioneers of Psychology* have benefitted enormously from the constructive advice and criticism of large numbers of people. We repeat our thanks here to those (some of whom have regrettably passed on) who helped so much with the first three editions: Neil Agnew, Howard Baker, Michael Blacha, Arthur Blumenthal, Adrian Brock, Darryl Bruce, Kurt Danziger, Maureen Dennis, Norman Endler, Stanley Finger, Catherine Gildiner, Melvin Gravitz, Christopher Green, Scott Greer, Norman Guttman, Walter Heinrichs, Robert Hoffman, John Hogan, Peter Kaiser, John Kennedy, Bruno Kohn, Alex Kozulin, Gregory McGuire, Paul McReynolds, John Meacham, Mark Micale, Hiroshi Ono, Roger Thomas, Ryan Tweney, Michael Wertheimer, Malcolm Westcott, George Windholz, and Theta Wolf. On the editorial side, Norton’s Donald Lamm and Donald Fusting provided invaluable advice and encouragement throughout the preparation of all of the first three editions.

Our editor for this new edition, Ken Barton, went to extraordinary lengths in soliciting feedback on all or part of the proposed manuscript from more than eighty scholars whose reports were unfailingly thoughtful and constructive. We thank them all: Virgil H. Adams III, Elizabeth Anslow, Peter Assmann, David Barone, Colin Gordon Beer, Catherine Borshuk, Mary Brazier, S.M. Breugelmans, Charles L. Brewer, J. Corey Butler, Joanie Caska, Robin Cautin, Rosemary Cogan, Luis Cordón, Alex Cuc, Mary Ann Cutter, Everett Delahanty, George Diekhoff, Chris Dinwiddie, Robert Durham, Carlos Escoto, Rita Fike, Samuel Fillenbaum, Barbara Gentile, Steven Goldman, H. Alan Goodman, Arthur Gutman, Marshall Harth, Mark Hartlaub, Graham Higgs, Herman Huber, Tammy Jechura, Patricia Kahlbaugh, Suresh Kanekar, Jane Karwoski, Allen Keniston, Gary

Kose, Russell Kosits, Dawn Kastanek Kriebel, Tera Letzring, Mark Mattson, John Mavromatis, Jean Mercer, Michelle Marks Merwin, Craig Nagoshi, Laurence J. Nolan, David Perkins, Clare Porac, Ruth Provost, Wendy Quinton, Darrell Rudmann, Micah Sadigh, Hank Schlinger, Lori Schmied, Duane Shuttlesworth, Elizabeth Siemanowski, Christina Sinisi, Tod Sloan, Karel Soudijn, Jean Strand, William Sturgill, Dennis Trickett, Stephen Truhon, Donald Vardiman, Dan Weber, Lawrence White, and Mark Yama.



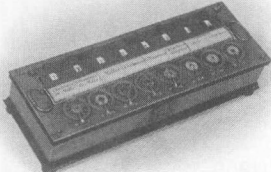
Some of the respondents to Ken's inquiries did double duty, either in answering specific questions that we posed to them or otherwise engaging in follow up discussions with us after their initial reports. An extra-special note of thanks is due to each one of them: David Baker, Daniel Burston, Fran Cherry, Maarten Derksen, Jay Dowl- ing, Ingrid Farreras, Benjamin Harris, Harry Heft, Robert Hoffman, John Hogan, Cheryl Logan, Edward Morris, Ian Nicholson, Ryan Tweney, and Andrew Winston. Although we were not equipped or able to take full advantage of all of the suggestions that were made, our book is immensely stronger for the input of all of these many individuals. Any errors, of course, remain our responsibility alone.

Ken Barton provided invaluable editorial guidance throughout the entire process of preparing this book, and during the production stages it was a pleasure to work with his professional and pleasant colleagues at Norton: Christine D'Antonio (Project Editor), Mary Dudley (Editorial Assistant), Callinda Taylor (Associate Editor, Supplements), Jackie Estrada (Copyeditor), Stephanie Romeo (Photo Editor), Hope Miller Goodell (Associate Design Director), and Chris Granville (Production Manager).

Finally, we acknowledge with great thanks the many contributions of Katherine Harper, our coauthor of the ancillary materials and a general support to us as we worked on all stages of the book.

June 7, 2011

Time Line

Key Pioneers	Key Events
René Descartes (1596–1650)	1619 Descartes has dream and inspiration for his method (Chapter 1)
Blaise Pascal (1623–1662)	1633 Descartes writes but suppresses publication of <i>Le Monde</i> (Chapter 1)
John Locke (1632–1704)	1637 Descartes publishes <i>Discourse on Method</i> (Chapter 1)
	1639 Pascal begins building his mechanical calculator, the Pascaline (Chapter 14)
Gottfried Wilhelm Leibniz (1646–1716)	1642 Descartes begins correspondence with Elizabeth of Bohemia, resulting in <i>Passions of the Soul</i> in 1649 (Chapter 1)
	1671 Locke starts on his <i>Essay Concerning Human Understanding</i> after meeting with friends (Chapter 2)
	1673 Leibniz exhibits his mechanical calculator in London (Chapter 2)
	1690 Locke publishes <i>Essay Concerning Human Understanding</i> (Chapter 2)
	1704 Leibniz writes but withholds publication of <i>New Essays on Human Understanding</i> (Chapter 2)
David Hume (1711–1776)	

Immanuel Kant
(1724–1804)

Franz Anton
Mesmer
(1734–1815)



1737 Hume publishes skeptical analysis of the notion of causality (Chapter 4)

Franz Josef
Gall
(1758–1828)



1775 Mesmer introduces “animal magnetism” at Gassner’s exorcism trial (Chapter 10)

Charles Babbage
(1792–1871)

1781 Kant writes about the innate intuitions of time and space perception (Chapter 4)

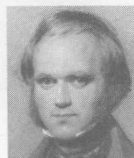
Pierre
Flourens
(1794–1867)



1784 Puységur discovers Mesmeric “perfect crisis” (Chapter 10)

1794–1796 Erasmus Darwin publishes speculative theory of evolution (Chapter 6)

Charles
Robert
Darwin
(1809–1882)



1802 Paley publishes “argument from design” in opposition to evolution (Chapter 6)

1809 Lamarck publishes theory of evolution via inheritance of acquired characteristics (Chapter 6)

Gustav
Theodor
Fechner
(1821–1894)



Hermann
Helmholtz
(1821–1894)



Francis Galton
(1822–1911)



Paul Broca
(1824–1880)



Jean-Martin Charcot
(1825–1893)



Wilhelm
Wundt
(1832–1920)



Gustave
Le Bon
(1841–1931)



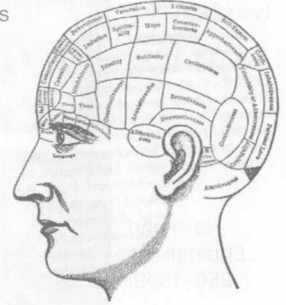
William James
(1842–1910)



G. Stanley Hall
(1844–1924)

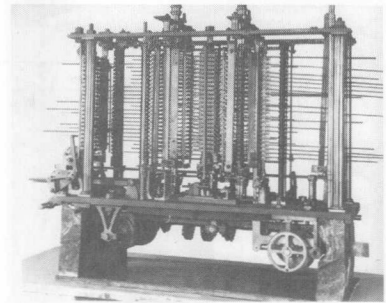


1824 Flourens publishes ablation studies contradicting Gall and phrenology (Chapter 3)









1831 Darwin departs on *Beagle* voyage (Chapter 6)

1843 Ada Lovelace publishes her "Notes" on Babbage's analytical engine (Chapter 14)



1843 Braid describes hypnotic effects in mainstream scientific journal (Chapter 10)

Ivan Petrovich Pavlov (1849–1936)		
Hermann Ebbinghaus (1850–1909)		1850 Helmholtz measures the speed of the nervous impulse (Chapter 4)
Sigmund Freud (1856–1939)		
Alfred Binet (1857–1911)		1859 Darwin publishes <i>On the Origin of Species</i> (Chapter 6)
		1860 Fechner publishes <i>Elements of Psychophysics</i> (Chapter 5)
		1860 Helmholtz publishes trichromatic theory of color vision (Chapter 4)
		1861 Broca reports the case of “Tan,” confirming the localization of speech in the brain’s left frontal cortex (Chapter 3)
		1861 Wundt conducts his “thought meter” experiment (Chapter 5)
Oswald Külpe (1862–1915)		
Mary Whiton Calkins (1863–1930)		
Hugo Münsterberg (1863–1916)	