

PSYCHOLOGY

Chairman: H. N. FITCH, Ball State Teachers College

Professor F. D. Brooks, DePauw University was elected chairman of the section for 1942.

ABSTRACTS

Relationship between sales ability and ratings of the enthusiasm and convincingness of salesmen from their transcribed voices. PAUL J. FAY, DePauw University.—The voices of fourteen salesmen and fifteen saleswomen from large retail stores were electrically transcribed. Each group included both superior and inferior salespersons. The transcribed voices were rated for enthusiasm on a seven-point scale by 45 college students; they were similarly rated for convincingness by 35 students. The corrected reliability coefficients of the ratings of enthusiasm were .58 for the men and .68 for the women; the corresponding reliability coefficients of the ratings of convincingness were .64 and .60. The author believes that trained employment officers would make much more accurate and reliable analyses than did the college students. It seems probable that the adoption of some practicable method of rating the voices of applicants would increase the efficiency of many sales departments.

An experimental study of transfer of training in a manual motor skill. ROBERT E. DREHER, Indiana University.—Sixty women college students were given the placing part of the Minnesota Manual Dexterity Test. On the basis of their performances on this test, 25 subjects, chosen as the experimental group, were matched with 25 control subjects for the study. After a period of two months, the experimental group was given intensive training on a second test, the Packing Blocks Test. This was followed by a retest for both control and experimental groups on the Manual Dexterity Test. A statistically significant difference was found between the mean scores of the two groups on the final administration of the Minnesota Manual Dexterity Test.