

العنوان:	حان الوقت لتغيير مسمى علم النفس الصناعي والتنظيمي ليصبح علم النفس الصناعي و الإداري
المصدر:	دراسات نفسية
الناشر:	رابطة الاخصائيين النفسيين المصرية (رأنم)
المؤلف الرئيسي:	طه، فرج عبدالقادر
المجلد/العدد:	مج 18, ع 1
محكمة:	نعم
التاريخ الميلادي:	2008
الشهر:	يناير
الصفحات:	175 - 190
رقم MD:	84221
نوع المحتوى:	بحوث ومقالات
قواعد المعلومات:	EduSearch
مواضيع:	الاجهزة الحكومية، علم النفس الاداري، علم النفس الصناعي، علم النفس، الصناعة، العمل و العمال ، الادارة العامة
رابط:	http://search.mandumah.com/Record/84221

حان الوقت لتغيير مسمى

" علم النفس الصناعي والتنظيمي " ليصبح " علم النفس الصناعي والإداري "
(خلاصة باللغة العربية)

د. فرج عبد القادر طه

قسم علم النفس بكلية الآداب - جامعة عين

شمس

يطرح هذا المقال فكرة أنه قد حان الآن ضرورة تغيير " علم النفس الصناعة والتنظيمي " المعروف الآن كفرع تطبيقي من علم النفس يستهدف خدمة الصناعة ومؤسسات العمل والهيئات والمنظمات الحكومية والحررة والاستثمارية . ولهذا يستعرض أهداف هذا الفرع من علم النفس منذ بدايات نشأته على يد رواده الأوائل ، خاصة فيتلس Viteles ومايرز Myers في أواخر عشرينيات القرن الماضي وأوائل ثلاثينياته . ثم بعد أن تحول إلى علم النفس الطبيعي والتنظيمي منذ أوائل نفس القرن . ويدلل على ضرورة تحوله مرة أخرى في وقتنا الراهن ليصبح " علم النفس الصناعي والإداري " لما اتضح مؤخرا من شدة أهمية الإدارة وخطورة تأثيرها على المجتمعات وكافة مؤسساتها ، حتى يمكن أن يمد الإدارة ويسهم في مساعدتها وإنجاحها في أداء مهامها التي لا نشك في أهميتها وخطورتها . ولقد بدأ الكاتب بنفسه بهذا التغيير دون انتظار ، فكان الإصدار الحديث لمؤلفه بعنوان " علم النفس الصناعي والإداري " من شهور قليلة في عام ٢٠٠٧ .

associations allover the world.

Many years ago I expected the APA (American Psychological Association) to change the name of "Industrial an Organizational Psychology" division (No.14) ; to become Industrial and Managerial Psychology ' since the AP is the largest and the most important among psychological

This expected change has not yet been realized until now (2007), nor a book published with this title (as Far as I know) .

Psychology between industry and Organizations :

After psychology had been rapidly developed in last decades of 19th century it has a good

opportunity to offer important services to industry and vocations. For this purpose psychology, as a scientific science, dedicated a special branch of his to this field, which has been known as "Industrial Psychology".

The most important pioneers of this branch were Myers in Britain and Viteles in USA . Charles S. Myers edited a book with the title "Industrial Psychology" In 1929, which has been reprinted and revised many times after that. Its edition of 1950 is a small pocket edition published by Oxford University Press in 252 pages only. Morris S. Viteles published his book "Industrial Psychology" in 1932 by W.W. Norton & Company, Inc., New York, in 652 pages. It is a big textbook, very similar in

size and form to the most recent textbooks nowadays. Many topics and subjects introduced in Myers were also discussed in Viteles with more scientific style, much wide scape, more subjects, more details and better systematic handling. Due to these reasons Viteles is more known as a great industrial psychology scientist and an industrial textbook. As we know Viteles was the writer of two chapters in "Fields of Psychology" which was edited by Guilford in 1940, and later translated to Arabic under the editorship of late Egyptian Prof. Mourad, 1956.

In his book Viteles clearly and early (1632) wrote the following quotation in his introducing Industrial Psychology scope :

“The application of psychology in industry involves inquiries into four kinds of relationships :

- 1. Relations between the worker and his work .**
- 2. Relations between the worker and his immediate supervisor.**
- 3. Relations between the worker and management.**
- 4. relations between the worker and his fellow-workers.**

The objective of industrial psychology is to acquire better understanding and control of these relationships. The specific procedures employed in the attainment of this objective include :

- 1. Study of the requirements of occupations.**
- 2. Development and use of tests and other refined techniques**

in the scientific placement of workers.

- 3. Formulation of the best methods of applying human energy.**
- 4. Organization and systematization of training programs to insure the most complete development and most efficient use of individual ability .**
- 5. Determination of the optimal conditions of work .**
- 6. Analysis of characteristics of industrial organization for the determination of types best adapted to serve both the economic and social, and broadly human objectives of industrial organization.**
- 7. Examination and control of motivating forces, in the case of both workers and management, which influence**

harmonious relationships in the industrial situation” (Vitals, 1932, pp.54-55) .

We are quite sure that the above inquiries and objectives of industrial psychology are still until now having the same importance all over the world; especially the underdeveloped countries; like Egypt. I think if we succeed in achieving and realizing these objectives in all our Egyptian we shall achieve our social and economical development in short time .

Rising of “Industrial Psychology”:

Tracing back industrial psychology would lead us to the viteles’ pioneering book (1932) in which he introduced industrial psychology as a

scientific distinct branch of psychology dedicated to serve in the industrial field. Viteles divided his book to three sections including 27 chapters, as follows:

Section one : The Foundation of Industrial Psychology :

Chapter (1) : Introduction to a study of industrial psychology.

Chapter (2) : The economic foundations of industrial psychology.

Chapter (3) : Social foundations of industrial psychology.

Chapter (4) : The Psychological foundations of industrial psychology.

Chapter (5) : The rise and scope of industrial psychology.

Chapter (6) : The nature and distribution of individual differences.

Chapter (7) : The origin of individual differences.

Section two : Fitting the worker to the job.

Chapter (8) : Basic factors in vocational selection .

Chapter (9) : Job analysis.

Chapter (10) : The interview and allied techniques.

Chapter (11) : Standardization and administration of psychological tests.

Chapter (12) : Standardization and administration of psychological tests., (continued) .

Chapter (13) : Tests for skilled and semi-skilled workers.

Chapter (14) : Tests in the transportation industry.

Chapter (15) : Tests for office occupations, technical and supervisory employees.

Section three : Maintaining fitness at work.

Chapter (16) : Safety at work.

Chapter (17) : Psychological techniques in accident prevention.

Chapter (18) : Accidents in the transportation industry.

Chapter (19) : The acquisition of skill.

Chapter (20) : Training methods.

Chapter (21) : Industrial fatigue.

Chapter (22) : The elimination of unnecessary fatigue.

Chapter (23) : Machines and monotony.

Chapter (24) : Specific influences in monotonous work.

Chapter (25) : Motives in industry.

Chapter (26) : The moladjusted worker.

Chapter (27) : Problems of supervision and management.

Whereas the Myers' pioneer book (1929-1950) was edited in 13 chapters, as follows:

Chapter (1) : Introduction (by Charles S.Myers).

Chapter (2) : The human factors in industrial relations (By. J.Drever and D. Phil.).

Chapter (3) : Work and environment (by A.M.Hudson Davies).

Chapter (4) : Work and rest (by Rexk night).

Chapter (5) : Ease and speed of work (by G.H.Miles and A.B.B.Eyre).

Chapter (6) : Unproductive working time (by.A.Angles and B.Com).

Chapter (7) : Industrial accidents (by A. Stephenson).

Chapter (8) : The measurement of intelligence and aptitudes (by F.M. Earle).

Chapter (9) : Choosing a career (by Angus Macrae).

Chapter (10) : Square pegs and square holes (by Winifred Raphael).

Chapter (11) : Industrial psychology and welfare work (by Sheila Bevington).

Chapter (12) : The economic aspects of industrial psychology (by F.W. Lawe).

Chapter (13) : Industrial psychology and agriculture (by W.R.Dunlop).

Comparing the chapters of the two pioneers books of industrial psychology, been mentioned above; one becomes very sure that there are many similarities and commons between the two pioneers in so many facets such as main objectives of industrial psychology, its main topics, its main interests, and its main area in which it serves.

Through his textbook Viteles introduced his main

ideas about the topics under which he discussed industrial psychology's main interests and fields, showing how could "industrial psychology" serve and help in vocational activities and organizations. Through his chapters Viteles gave so many ezamples, data, statistics and findings driven from field studies (which were previously published) to support his points of view. Many topics, ideas and notions of Viteles were also introduced, discussed and mentioned in Myers' book, in less details, less explanations and less systematization. Perhaps the most exciting and interesting in the same time is this text written by W.R. Dunlop in the begining of his chapter titled "industrial psychology and agriculture",

published in the Myers' edited book, which says: "Agriculture is the world's basic industry. it is also the world's largest industry, both as regards number of persons employed and capital invested. Even in Great Britain, which is predominantly a manufacturing and commercial country, agriculture employs as many people as any other one industry and involves a much greater investment of capital" (p.231).

13 years later, after Viteles book (or textbook) has been published the APA division number 14 was established especially for "Industrial Psychology:. As Gilmer wrote: "In 1945 the division

of industrial psychology of the American Psychological Association was established and gave professional recognition to the field in a formal way..." (Gilmer, 1971, p.19).

Industrial and Organizational Psychology :

In the year 1970 the APA formally changed its 14th division from "Industrial Psychology" to "Industrial and Organizational Psychology". In the next year (1971) Gilmer; one of the most famous industrial psychology scientists, changed the title of his textbook (in its third edition) "Industrial psychology" to the new title "Industrial and organizational Psychology" as the APA did. In his textbook

with the new title Gilmer introduced 20 chapters written by him and his colleges under his editorship.

These 20 chapters were classified in 5 parts as follows:

Part: 1-Psychology in Organizations :

Chapter (1) : Behavior within the Organization.

Chapter (2) : Organizational Climates.

Chapter (3) : Group Behavior and Individual Adjustment.

Chapter (4) : Individuals in Organization.

Part : 2-Organizational Structures and Management:

Chapter (5) : Industrial and Labor Organizations.

Chapter (6) : Government and other Organizations.

Chapter (7) : Influence Structures and Marketing.

Chapter (8) : Executive Behavior.

Part : 3-Motivation and Human needs:

Chapter (9) : Human Needs in Organizations.

Chapter (10) : Attitudes and Satisfactions.

Chapter (11) Needs of Special Groups.

Chapter (12) : The Community as an Organization.

Part : 4-Personnel Psychology:

Chapter (13) : Personnel Selection.

Chapter (14) : Training in Industry.

Chapter (15) : Human Relations in Supervision.

Chapter (16) : Labor-Management Relations.

Part : 5-Men and Machines:
Chapter (17) : Work.
Chapter (18) : Accidents and Safety.
Chapter (19) : Human-Factors Engineering.
Chapter (20) : Human Aspects of Systems.

This textbook of Gilmer presented its first chapter with words which rationalize exchanging Industrial Psychology for Industrial and Organizational Psychology, saying: "Most members of modern societies are born in, educated by, work for, pray or play in, and are buried by organizations" (p.3).

The APA tended to expand industrial psychology to cover all organizations and fields in which it acts. "Organizational Psychology covers the human problems of government, militar,

and community organizations; it includes social industrial psychology, deal with personnel problems, and more recently has embraced the concepts of the human aspects of systems. Organizational psychology is concerned with psychological problems that appear in all organizations, with emphasis on the industrial settings" . (p.4) .

APA, Gilmer and other industrial psychology scientists who changed their textbooks to industrial and organizational psychology haven't go so far from traditional industrial psychology as it was introduced by former pioneers like Viteles. Comparing their textbooks with Viteles' we see the same topics, the same data, the same previous field studies, the same ideas and nearly the same point of view;

with very small differences in concentrating the discussions of the concerned topics from one writer to another. Referring to objectives of industrial psychology and its applications; mentioned above a sure our point of view. These objectives and applications cover all topics mentioned or discussed in the new textbooks of industrial and organizational psychology, especially when we consider the wide meaning of industry which refers to all human activities such as studying, writing, drawing, manufacturing goods from raw materials, transforming metals to machines and tools, selling , buying, trading, transportation, tourism, banking, agriculture and so on, as we al ready mentioned before in words of Dunlop. This wide meaning of

industry is also known in the Arabic Language .

Industrial and Managerial Psychology :

Making a comparison between textbooks of industrial nd organizational psychology (Like Gilmer's for example) and the pioneer text books of industrial psychology (like Viteles for expample) one can easily notice that the term" organization" and "organizational " . are more repeated allover the text, and gain much concentration.

Since the last decade of the twentieth century, and perhaps be fore, most societies, most cultural people , most elites, even the common people became more aware of he very important role played by leaders and managers of groups, organizations, private and governmental institutes and

societies, Management has been known as a talent or ability in leader's or manager's personality.

Taylor in his book on scientific Management (1911) wrote:"The principal object of management should be to secure maximum prosperity for the employer, coupled with the maximum prosperity for the employer, coupled with the maximum prosperity for the employee:" Taylor (often called the father of scientific management) noticed that many workers did their jobs their own way and without clear and uniform specifications. He believed that this caused them to loose efficiency and perform below their true capacities. He also believed that this caused them to loose efficiency and perform below their true

capacities. He also believed that this problem could be corrected if workers were taught and then helped by supervisors to always perform their jobs in the right way." (Schermerhorn, 2001, p.72). Daft, also wrote: "Organizations some what limited success in achieving improvement in labor productivity led a young engineer to suggest that the problem lay more in poor management practices than in labor". (Daft, 1997 p,83).

Taylor also suggested that management should change itself on basis of scientific studies to gain much success.

So, it is very important to select the more suitable manager, to raise his management ability by proper training, to promote his positive attitudes and modify

his negative ones, to draw his attention (or make psychological counseling or him or training) to be more jobcenteredness and employeecenteredness in the same time . All these will increase productivity, promote social relations, and raise good morality in the same time.

It is also very important for industrial psychologists to carry out field studies and emperical research works to know the personality traits, abilities, skills and characteristics, most suitalbe for managers in different conditions and occasions; to make vocational selection, guidance and training to managers and leaders on scientific basis and procedures.

Conclusion :

In our book we traced the history of industrial psychology,

showing that it developed from traditional industrial psychology as Viteles Limited in much accuracy and more clearly planned objectives, inquiries, topics, and field in his pioneer textbook titled industrial psychology (1932), along with its change in 1970 to be "Industrial and Organizational Psychology" with more concentration and application in different institutions and organizations. Nowadays people become more aware of the heighly important role played by mangement and its enormous influence on every action the human being carrying out (study, research, supervising, leadership, driving, writing, working...etc) even applying science and techniques.

So the successful Administration of the society

leads it to more development, whereas the failure one leads it to more deterioration. If we want to improve our society we should pay more attention to, and more care of management in its different kinds and levels. Administration is mainly psychosocio-technical behavior. Manager's activities, decisions, orders, behaving don't depend only upon his skills and information, but also to a large extent-upon his psychological make-up, his personality traits, dynamics, motives, attitudes, and all his especial personal characteristics. Moreover, they depend also upon the limited circumstances and situations the manager in . Owing to these reasons we usually find through managerial textbooks so many common theories, ideas, findings

of same studies and references than any other sciences (for example: Taylor's studies, Gilbreth's studies, Hawthorne's studies, Maslow's hierarchy of needs, Freud's defense mechanisms, the five big-factors of personality and Kurt Lewin's studies on leadership atmospheres...etc).

Few months ago I published a new textbook having the title of the new name I have suggested in this article ¹; (in Arabic with Latin letters: "Elm Al-Nafs Al-Sinaiy Wa Al-Idary"; aiming to actualize this suggestion and make it actually realized). That is why I presented and discussed in this textbook some basic traditional industrial psychology topics and sub-topics (such as

¹ Taha, Farag A . ; Industrial and Managerial Psychology : Al-Nahda Al-Masria Library , Cairo, 2007. (in Arabic)

procedures for placing “the right man in the right job”, standardizing psychological tests, personal interviews, vocational adjustment efficiency, job analysis, individual analysis, time-motion study, physical conditions of work, psychology of accidents)’ along with some new ones (such as management and

industrial psychology, leadership, work stress, work burnout, morale, bureaucracy, public relations, vocational training, job evaluation, and performance appraisal.).

* Taha, Farag A.; Industrial and Managerial Psychology: Al-Nahda Al-Masria Library, Cairo, 2007. (in Arabic).

References:

- 1- Daft, R.: Management, Harcourt Brace College Publishers, 1997.
- 2- Gilmer, B. (Edit), Industrial and Organizational Psychology, McGraw Hill, 1971.
- 3- Myers C. (Edit): Industrial Psychology, Oxford Univ. Press, 1950.
- 4- Schermerhorn : Management, John Wiley&Sons, Inc. 2001.
- 5- Taha, Farag A.: Industrial and Managerial Psychology “Elm-Al-Nafs Al-Sinaiy Wa-Al-Edary”, Al-Nahda Al-Masria Library, Cairo, 2007. (in Arabic) .
- 6- Viteles M.: Industrial psychology, Norton&Company, Inc, 1932.