

Newsletter of History of Applied Psychology

IAAP Division 18

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President's Corner

Editorial Welcome



Dear colleague,

It is a great pleasure to send you this second issue of our newsletter which is dedicated to the history of applied psychology in Latin America, particularly in **Brazil**, to **Afred Binet** and to **Wolfgang Khöler's Casa Amarilla**. As you know, this Newsletter is part of our Division 18 activities (IAAP - History of Applied Psychology Division), which is running since its approval by IAAP Board of Directors meeting (Melbourne, July of 2010). To analyze and study the contributions of scientific psychology from Brazil, we have the special collaboration of Ana Maria Jacó-Vilela, professor at the Universidade do Estado do Rio de Janeiro. She explains how psychology has been developed over the years highlighting the role of several Working Groups (WG) that

have specialized in the History of Psychology.

In this Newsletter, we also wanted to commemorate the first centennial of the death of Alfred Binet (1857-1911). Known for his contributions to psychometrics and differential psychology and the construction of a scale for measurement of intelligence, in collaboration with Théodore Simon, Alfred Binet contributed significantly to the development of intelligence tests. Binet also conducted research on intelligence studying his daughters, Madeleine (1885) and Alice (1887), which helped him to develop his concept of intelligence, especially regarding the importance of attention and influences on intellectual development. In short, he was one of the pioneers of children intelligence assessment in the field of education, particularly for children who need special reinforcement and to encourage those with special intellectual capacities. Finally, in this Newsletter, you will find some interesting information about "**Wolfgang Khöler's Casa Amarilla**" in Tenerife (Canary Islands, Spain) which was **the world's first primate research station**, dedicated to the study of simian brain physiology, which would later end up dedicating its resources to collecting scientific data on their behaviour. I hope that you will find this newsletter interesting. I take this opportunity to remember that your collaboration is very important for us. As you have seen, this issue is dedicated to Brazil because some brazilian colleagues wanted and suggested the development of this topic. If you wish it, you can suggest us some issues for the coming newsletters.

Very cordially,

Professor Helio Carpintero, Ph.D.

Article - Psychology in Brazil

“History of Psychology” in Brazil - Researchers and Nucleus

by

Ana Maria Jacó-Vilela, PhD.



The study of the history of psychology in Brazil awakens today great interest and there are a good number of investigators in the area, which has achieved a status mostly through the Work Group (WG) in the History of Psychology of the National Association of Research and Graduate Education in Psychology (ANPEPP). Constituted in 1996, with the encouragement and participation of Josef Brozek, today the group is considered the interlocutor of the most diverse institutions when the subject is the history of psychology. Between the institutions, the relation that has lingered the most is the one with the

Federal Council of Psychology which the consequence of their Memory of Psychology Project was the publication of three collections organized by members of the GT —Classics of Psychology in Brazil, Pioneers of Brazilian Psychology, and Histories of Psychology in Brazil — as well as several biographical videos made. The principal results of the WG joint effort were the Biographical Dictionary of Psychology in Brazil – Pioneers, published in 2001, with general coordination by Regina Helena de Freitas Campos, containing entries on 200 personalities (available at <http://www.bvs-psi.org.br/>) and the Historical Dictionary of PSY Institutions in Brazil (Jacó-Vilela, 2011), with 264 entries, that concerns to understand the local character of theoretical and practical contributions to the development of the field of psychology in Brazil. Important centers for research on the history of psychology in Brazil were created during the 1980s and in the following years, such as:

Center for Research and Documentation Helena Antipoff (CDPHA) and UFMG Archives on the History of Brazilian Psychology. Federal University of Minas Gerais, under the leadership of Professor Regina Helena F. Campos. Preserve the archives and promote knowledge about the work of the Russian psychologist and educator Helena Antipoff (1892-1974), who migrated to Brazil in 1929 to teach psychology at the Belo Horizonte Teachers College (available at <http://www.fae.ufmg.br/biblio/cdpha/>). They promote the Helena Antipoff Yearly Meeting, bringing together educators, psychologists and social scientists interested in discussing the themes that were developed by Antipoff during her career in Brazil. The archive is located at the university's Central Library, including unpublished manuscripts pertaining to CDPHA and other collections donated by Professor Josef Brozek, psychiatrist Helio Alkimin and psychologists Daniel and Ottilia Antipoff.

Research group on the history of psychology and the human sciences – history and memory. The group is led by Professors Marina Massimi (University of São Paulo) and Miguel Mahfoud (Federal University of Minas Gerais). Their purpose is to provide evidence of the role history and memory (social and cultural) play in the constitution of a constructive subjectivity. An important contribution of the group was the translation to Portuguese of the book *Historiography of Modern Psychology*, written by Professor Josef Brozek (Massimi & Brozek, 1998). Other works on the history of psychology in Brazil, especially in colonial times, have been published in Brazilian periodicals.

Program of Studies and Research in the History of Psychology – Clio- Psyché, of the Institute of Psychology of the State University of Rio de Janeiro. Coordinated by Professor Ana Maria Jacó-Vilela (Universidade do Estado do Rio de Janeiro), promotes biannual meetings that gather Brazilian and international researchers in history of psychology. The program also has a vast collection available to researchers and has organized a variety of books about history of

psychology in Brazil. The main themes of research presently developed by the group concern women's participation in the constitution of the field of scientific psychology in Brazil, the history of children and of the black movement in Brazil, Psychology in the Brazilian Armed Forces, and the relation between Psychology and the catholics. (More information available at: www.cliopsyche.uerj.br).

Nucleus for the History of Psychology at the Catholic University of São Paulo: Linked to the Graduate Programs in Social Psychology, Educational Psychology, and Experimental Psychology and coordinated by Professor Maria do Carmo Guedes, the nucleus is presently working on collecting and analyzing primary sources for the history of psychology in Brazil. The results of this work are expected to be the organization and digitalization of its collections.

Nádia Rocha, a nucleus professor of the Ruy Barbosa Faculty, in Salvador, Bahia, that works on an inventory of theses dissertations by medical students during the 19th century on psychological issues and kept in the archives of the Medical School in Bahia.

Group of Historiographic and Phenomenological Studies in Psychology. Led by William Barbosa Gomes, at the Federal University of Rio Grande do Sul, the group is organized along two axes: 1) studies in the history and epistemology of psychology; and 2) studies on qualitative and quantitative methods of research in psychology from the standpoint of phenomenology and semiotics. One of the important products of research done by the group is the organization of the Virtual Museum of Psychology (<http://www6.ufrgs.br/museupsi>), where many documents on the history of psychology in the state of Rio Grande do Sul are on display.

There are some journals of historical interest, such as "Mnemosine" (<http://www.mnemosine.cjb.net/mnemo/index.php/mnemo/index>), Memorandum (<http://www.fafich.ufmg.br/memorandum/>), Seção Clio-Psyché in the Journal of "Estudos e Pesquisas em Psicologia" (www.revispsi.uerj.br). A timeline reporting the development of psychology in Brazil was organized by the São Paulo Regional Council of Psychology and it is available at <http://www.crpsp.org.br/linha/>.

In the last few years, new areas in the country (such as Piauí and Sergipe), and historical periods are being covered, and a renewed and more complete picture of the historical development of psychology in Brazil, as well as its relationship to Brazilian society and culture is now possible. Those Brazilian researches and nucleus are helping to discover new methods and ways of understanding our own history.

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Editor's complementary information on Brazil

Name: Federative Republic of Brazil
 Population: 190.7 million (Census 2011)
 Capital: Brasília
 Largest city: São Paulo
 Other cities: Rio de Janeiro, Salvador, Belo Horizonte, Recife
 Area: 3.3 million sq. miles
 Currency: Real
 GNI per capita (Atlas method, 2010): US\$ 9,390
 GDP Per Capita (PPP, 2010): US\$ 11,127
 Main exports: transport equipment, iron ore, soybeans, footwear, coffee, autos
 Language: Portuguese
 Religion: Roman Catholic (74%)
 Life expectancy: 69 years (men), 76 years (women)
 (Source: worldbank.org)



Brazil is a rich and complex country not only for its culture and human diversity, but also for its economy growth and development and contribution to applied Psychology. Brazil is one of the fastest-growing major economies in the world with an average annual GDP growth rate of over 5 percent. In Brazilian reais, its GDP was estimated at R\$ 3.143 trillion in 2009. The Brazilian economy has been predicted to become one of the five largest economies in the world in the decades to come. From Portugal's colonisation of Brazil (1500-1822) until the late 1930s, the market elements of the Brazilian economy relied on the production of primary products for exports. Within the Portuguese Empire, Brazil was a colony subjected to an imperial mercantile policy, which had three main large-scale economic production cycles - sugar, gold and, from the early 19th century on, coffee. At the present time, Brazil is developing and bringing a relevant contribution in various fields, including the development of psychology. The origins of psychology in Latin America, particularly in Brazil, were related to applied aspects, particularly in education and medicine. A very significant contribution is in the field of public health and public services. The History of Applied Psychology in Brazil can be divided in two periods: the first is of the pioneers; the second was after the law that in 1962 established at the Universities the programs of professionalization of Psychology. Today, there is a great deal of interest in psychological practices in Brazil, especially in new fields, such as sport, human resources management, socio-economic development, etc. In the last years the scientific psychology had acquired special relevance for the important contribution that it had realized to the national development of Brazil.

Names & Places:

- **Alfred Binet (1857-1911): First Centennial of his death (1857-1911)**
- **W. Köhler's Casa Amarilla: the world's first primate research heritage site, a site of historical interest, or simply a forgotten**

Alfred Binet : First Centennial of his death (1857-1911)



By
Richard Mababu **

Main Dates

- ✓ 1857 Born July 8 in Nice (France).
- ✓ 1878 Began to study science at the Sorbonne. But he was not at all interested in his formal education and started training himself by reading psychology texts at the National Library in Paris.
- ✓ 1883 Jean Charcot (director of neurological clinic at Salpêtrière Hospital) became his mentor.
- ✓ 1883 Began to work as researcher at a neurological clinic, Salpêtrière Hospital (Paris, 1883–1889).
- ✓ 1889 Designated as researcher and associate director of the Laboratory of Experimental Psychology at the Sorbonne (1891–1894).
- ✓ 1894 Promoted to the position of director of the Laboratory of Experimental Psychology (1894 - until his death in 1911).
- ✓ 1895 Founded a laboratory at the Ecole de la Rue de la Grange aux Belles. Then, he established his study of the development of intelligence by examining his own young daughters, Madeleine (1885) and Alice (1887).
- ✓ 1903 He published "*L'Etude Expérimentale de l'Intelligence*" (The Experimental Study of Intelligence"), a well-respected work utilizing data from his work with his daughters.
- ✓ 1905 Appeared Binet's first Metric scale of intelligence.
- ✓ 1909 He published his book "*Les idées modernes sur les enfants*" (Modern Ideas About Children).
- ✓ 1911 Died while he was in the process of creating a revised and updated version of the Binet-Simon Scale.

Facts

- Binet, with Theodore Simon (1873 - 1961), dealt with the determination of a child's intelligence, to find the abnormal educable, whose pace of development is different from the normal child. Objective measurement scales built were based on the comparison between the intellectual achievements of children of the same age, and building tests that could be overcome by most of the children of an age, but not those of the next one.
- Interested in the analysis of abnormal phenomena, Binet wrote several books on hypnotism and suggestibility of abnormal personality. Later, his interest turned to the study of intelligence and its measurement.
- He conducted research on witness testimony. His work in intelligence testing was also important to the development of forensic psychology since many assessment tools on witness testimony are based on his work.

- He was inspired by the work of Sir Francis Galton, an English psychologist who was a pioneer in the experimental study and measurement of individual capacities by administering standardized tests.
- He used Galton's work to examine a variety of famous and brilliant personalities, including writers, artists, mathematicians, and chessplayers.
- In 1892, Binet published *Les altérations de la Personnalité* (Alterations of Personality), co-authored with C. Fere.
- Since his death, he was honored in many ways: for instance, in 1917, the *Free Society for the Psychological Study of the Child*, to whom Binet became a member in 1899 and which prompted his development of the intelligence tests, changed its name to *La Société Alfred Binet*, in memory of the renowned psychologist.
- The Binet and Simon tests were subject to multiple reviews and adaptations. Those adaptations carried out by L.M. Terman gained enormous popularity in the United States. One of them is known as "*Stanford Review*" or the "*Stanford-Binet*" (1916).

Achievements

- Was one of the pioneers of children's intelligence assessment.
- Published more than 200 books, articles, and reviews related to experimental, developmental, educational, social, and differential psychology.
- Binet and Beaunis founded in 1895, *L'Année psychologique*, a Journal that reviewed the experimental psychology literature, and included important original articles.
- Despite his extensive research interests and the wide range of his publications, today Binet is most widely known for his contributions to intelligence measurement.
- Among his works are *La Psychologie du Raisonnement* (The Psychology of Reason, 1886); *Le Magnetisme Animal* (Animal Magnetism, 1887); and *On Double Consciousness* (1889), *L'Etude Experimentale de l'Intelligence* ("The Experimental Study of Intelligence"), 1903; *Les alterations de la Personnalité* (Alterations of Personality), 1892; etc.
- Through his studies on childhood intelligence, Binet determined that higher levels of intelligence were accompanied by a higher education development. He warned that on memory also influence other faculties such as attention, comprehension and motivation, and design tests to evaluate it.

Further Readings:

Fancher, R. (1996). *Pioneers of psychology*. New York: Norton.

Pollack, B. (1995). *The Experimental Psychology of Alfred Binet, Selected Papers*. New York City: Springer Publishing Co., Inc.

Wolf, T.H. (1973). *Alfred Binet*. Chicago: University of Chicago Press.

 ** Dr. Richard Mababu is professor of Social Psychology at Madrid Open University (UDIMA), Spain.

W. Köhler's Casa Amarilla: The world's First Primate Research Station, a Cultural Heritage site, a Site of Historical interest, or Simply a Forgotten Ruin?

by

M^a Luisa Alonso-Quecuty ***



The story of **Wolfgang Köhler's Casa Amarilla**¹ begins back in 1912 when, during the LXXXIV assembly of German naturalists and doctors, professor Max Rothman (1868-1915) proposed the creation of what would have to be the world's first research station dedicated to the study of simian brain physiology, which would in the end dedicate its resources to collecting scientific data on their behaviour. The site [that was chosen for this station] had to have a similar climate to the one of Cameroon to enable the chimpanzees arriving from this (then) German colony to acclimatise correctly, and it also needed to be geographically located somewhere that would be easy to get to from Europe for the researches which were heading there. Tenerife appeared to be the ideal location and work began on creating the first primatological research centre. That center had two directors – **Eugen Teuber** (1889-1958) who would run it for the first year, and **Wolfgang Köhler** (1887-1967) who was in charge of it until its final closure.

The projects carried out by Teuber, in his role as a language expert dealt with communication between humans and chimpanzees. The research of the psychologist Wolfgang Köhler is contained in this famous book on the ***The Mentality of Apes***. This book is a relevant work that continues to help to understand of the concept of cognitive processing in the animal kingdom. The



Primate Research Station's headquarters were installed in a house with yellow walls (which gave it its name). Its construction was started by an English colonel in 1892 and it was completed two years later using wood that was brought over from Great Britain and as such was considered highly valuable. The house is located in Puerto de la Cruz ('El Sitio'). In this house's yard chimpanzee pens were installed and the research station was founded, and it would remain active from 1913 until 1918. In that year, the station had to be closed down following many mishaps and a lack of funding caused by the economic crisis following the First

World War. The station was dismantled and the chimpanzees were sent to the Berlin zoo where they died soon after. **La Casa Amarilla** then began a long period of neglect due to the decisions of some and the oversight of others, an issue which still persists today, in May 2011, almost a century after housing the first primate research station. It is the protagonist of this story.

There has been no lack of defenders of **La Casa Amarilla**. **The Wolfgang Köhler Association** is still fighting and working to defend W. Köhler's work. The Association was founded by **José Melchor Hernández Castilla**, a psychologist from the University of La Laguna and author of an interesting book entitled '**La Casa Amarilla: The World's First Primate Research Station**'²,

1

La Casa Amarilla. English translation: 'The Yellow House'

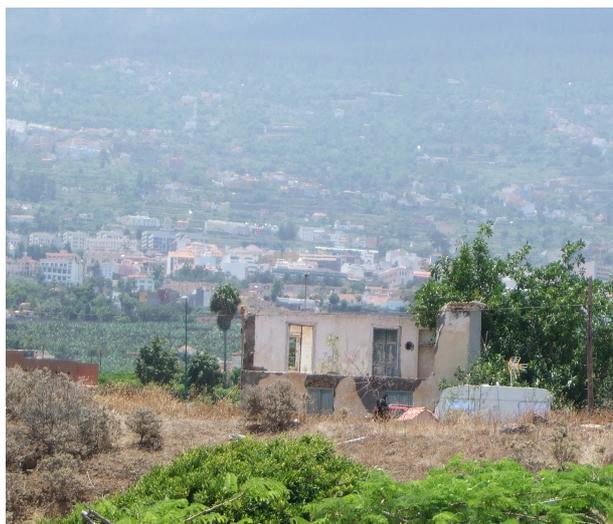
2

which was edited by the COP³ in Santa Cruz de Tenerife. It is here that the work they have done is deservedly recognised. However, they are not the only ones who have fought for La Casa Amarilla, other institutions have also added their voice: the Psychology Faculty at the University of La Laguna, the Deans of all the psychology faculties across Spain, international psychologists have also added their interest, as have primatologists such as Jane Goodall. All these voices are the sum of many others; many, but judging by the results, not enough.

The chronological order of the different attempts to save **Wolfgang Köhler's Casa Amarilla** is listed in a proposal report presented to the Town Hall in Puerto de La Cruz by one of its counsellors, D. Jaime Coello, during a plenary session. It was a proposal which requested the expropriation of W. Köhler's Casa Amarilla, and also sought finance from the Government of the Canary Islands and the Inter-island Council⁴ for the restoration project which had been presented by the Psychology Faculty at the University of La Laguna. Below are just a few of the most important dates and events.

The first date which stands out is **March 26th, 1997**. On this day, the Town Urban Planning Commission in Puerto de La Cruz officially recognises that the plot of land on which La Casa Amarilla was located "should be acknowledged as a socio-cultural public space, with free and obligatory transfer to the Town council and whose purpose, obviously, would be as a **"Museum of cognitive intelligence research on chimpanzees carried out by Dr. Wolfgang Köhler"**. Only two years later, on **February 4th, 1999**, the Planning Commission's conclusion was supported by the Government of the Canary Islands which awarded La Casa Amarilla the status of **'Cultural Heritage Site under the category of Monument'**.

At present, La Casa Amarilla finds itself surrounded by a luxury tourist complex. No doubt this has played its part in the legal appeal presented to the Canary Islands High Court of Justice by Canary Properties Promotion. On **June, 3rd 2002** the court decides to annul the previous statement and considers it more appropriate to classify La Casa Amarilla as a **'A Historic Site'**. As a logical consequence of this, the Inter-island Council of Tenerife released the statement that La Casa Amarilla now holds the status of **'Cultural Heritage Site under the category of Historic Site'**.



Under these circumstances, on **May 28th, 2004**, the Deans from all Psychology faculties across Spain presented a proposal document to the governing political party of the Town Hall in Puerto de La Cruz which outlines their proposals on the use and restoration of La Casa Amarilla. They state that it should be turned into a **Museum of Psychology and Primate Research** which also contains a meeting and conference room. Following four years of silence, on June 2nd, 2008, the Psychology Faculty of the University of La Laguna writes a new proposal entitled **'A Socio-cultural Project: The Reconstruction, Rehabilitation and Management of La Casa Amarilla'**.

Original title - 'La Casa Amarilla: Primer Centro Primatológico del Mundo'

3

Colegio Oficial de Psicólogos de S/C de Tenerife (Canarian Official Association of Psychologists)

4

Excmo. Cabildo Insular de Tenerife

A year later, on **June 22nd, 2009**, The Wolfgang Köhler Association once again presents an application for the expropriation of **La Casa Amarilla**; this application is supported by Dr. Jaime Coello who, on April 17th 2010, presents the proposal to the plenary session in the Town Hall of Puerto de La Cruz, in which, as previously mentioned, they request the expropriation of La Casa Amarilla and funding from the government of the Canary Islands and Inter-Island Council for the



restoration project that had been submitted by the Psychology Faculty of the University of La Laguna. As I finish writing these lines in support of La Casa Amarilla it is May 31st 2011, and once again a year of silence has passed since the proposal was submitted. The only thing which now accompanies the ruined walls of what was once the **World's First Primate Research Station** is a sign indicating that it is private property (with "No Entrance" Indication). I would like to end by reflecting on two things and sharing them with the reader. The first relates to the reality of the Canary Islands: we know that La Casa Amarilla was in an estate which without a shadow of a doubt was never as important as the luxury La Paz Building complex which surrounds it now, so it begs the question,

would *La Casa Amarilla* have the same opportunities for saving itself if it were sat on a plot of land that had no value for tourism? The answer is a categorical NO. The second question lays a bridge between the results of the research carried out in *La Casa Amarilla*, the cognitive processing of simians and those who must now make the decision to save them, and also our perception of reality. We know that chimpanzees are conscience beings, but are they conscious of our town halls, inter-island councils, governments?... that Cultural Heritage Sites are ours, that Historic Sites are ours, that Monuments are ours?... Are they our common heritage? Let's leave some windows for hope and not answer that just yet. Teuber and Köhler have been among us, did a significant work and will never be forgotten. Let's hope that the same can be said for the Primate Research Station they once ran some years ago: La Casa Amarilla.

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News briefing (Congresses, Seminars, ... & more)

38th National Annual Conference of the Indian Association of Clinical Psychologists.
 January 27-29, 2012. Pune (India)
www.naciacp2012.com

XXV Spanish Society of History of Psychology Symposium
 10-12 may, 2012, Santiago de Compostela (Spain)
www.sehp.org/symposiums.htm

International Test Commission Conference. Modern Advances in Assessment: Testing and Digital Technology, Policies and Guidelines.
 July 3-5, 2012, Amsterdam (The Netherlands).
www.itc2012ams.com

The 4th congress of Asian Psychological Association (APsyA)
5-7 July 2012, Jakarta (Indonesia)
www.apsya.com

ICP Congress 2012. International Congress of Psychology
22-27 July 2012, Cape Town (South Africa)
www.icp2012.com

The 5th International Conference on Traffic and Transport Psychology
August 29-31, 2012, Groningen (The Netherlands)
<http://www.icttp2012.com/>

The 13th European Congress of Psychology.
July 9-12, 2013. Stockholm (Sweden)
www.ecp2013.org

121st Annual Convention of the American Psychological Association
31 July – 4 August 2013, Honolulu, Hawaii (USA).
<http://www.apa.org/convention>

28th International Congress of Applied Psychology.
July 8-13, 2014. Paris (France).
www.icap2014.com

122nd Annual Convention of the American Psychological Association
7-10 August 2014, Washington DC, USA.
<http://www.apa.org/convention>

Links of Interest

Academic & National Library Catalogue
<http://copac.ac.uk/>

Division of History of Science and Technology of the Union of History & Philosophy of Science
<https://sites.google.com/a/dhstweb.org/>

World Digital Library
<http://www.wdl.org/en/>

Psychological Online Documents Classics - Universität Bonn
http://www.psychologie.uni-bonn.de/index.php?seite=online-documents/lit_oth.htm

International Association of Applied Psychology
<http://www.iaapsy.org/>

APA History and Archives
<http://www.apa.org/about/archives/index.aspx>

The National Archives. Records of the UK government from Domesday to the present
<http://www.nationalarchives.gov.uk/>

Psychology Museum at the School of Psychology at The University of Sydney

<http://www.psych.usyd.edu.au/museum>

The British Society for the History of Science
www.bshs.org.uk

Membership

To become a member,
simply follow the instructions at IAAP official
Website <http://www.iaapsy.org/>

Invitation to collaborate to this Newsletter

If you wish to collaborate to this Newsletter you can send us your comment or topic reaching our co-editors:

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