

THE FORD FOUNDATION  
BEHAVIORAL SCIENCES DIVISION

REPORT     June 1953

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F O R E W O R D

THE STUDY ON POLICY AND PROGRAM for The Ford Foundation concluded in 1949 that "the critical problems of our contemporary democratic society make clear the great need for knowledge of the principles which govern human behavior." It further found that "if we have greater need for knowledge of human behavior today, we also have a greater possibility of securing it than did preceding generations."

The Foundation's program in the behavioral sciences began in 1951 with the belief that a planned acceleration in the accumulation and use of knowledge of human behavior was both needed and possible. This program has been carried on under the leadership of Bernard Berelson, Director of the Behavioral Sciences Division. The Division presents in this document a report on the first period of operation.

H. ROWAN GAITHER, JR.  
*President*

June 2, 1953

C O N T E N T S

Foreword, by H. Rowan Gaither, Jr. . . . .	3
Introduction . . . . .	7
The Division's Place in the Foundation . . . . .	11
The Program of the Division . . . . .	15
Activities of the Division's First Year . . . . .	23
Development and Advancement of the Behavioral Sciences . . . . .	24
Increase and Application of Scientific Knowledge . . . . .	40
Programs and Plans, 1953 . . . . .	47
Conclusion . . . . .	55
Appendix . . . . .	59
Acknowledgments . . . . .	59
Consultants to the Division, 1951-53 . . . . .	60
Individual Recipients and Participants . . . . .	68

## I N T R O D U C T I O N

THE FORD FOUNDATION exists by charter "to receive and administer funds for scientific, educational and charitable purposes, all for the public welfare." In developing the program of the Foundation, the Trustees concluded that "the problems and opportunities of our time arise out of man's relations to man — rather than his relations to the physical world." On this basis, five program areas were specified for Foundation action—the establishment of peace, the strengthening of democracy, the strengthening of the economy, the advancement of education, and the increase and application of scientific knowledge of individual behavior and human relations. The directive for Program Five was stated in these terms:

"The Ford Foundation will support scientific activities designed to increase knowledge of factors which influence or determine human conduct, and to extend such knowledge for the maximum benefit of individuals and of society."

In elaboration of this directive, the Trustees authorized the scientific study of such topics as the process of human development; the origins and influences of social values; the processes of learning and of communication; the nature of group organization, administration, and leadership; and the causes of personal maladjustment.

As part of its interim program, in summer 1950, the Foundation provided a total of \$3,000,000 for a "program of

support for the further development of university resources for research in individual behavior and human relations," under which grants of \$300,000 each were made to the University of California, the University of Chicago, Columbia University, Cornell University, Harvard University, the University of Michigan, Yale University, and the Social Science Research Council; and grants of \$100,000 each to the University of Illinois, the University of Minnesota, the University of North Carolina, the University of Pennsylvania, Princeton University, and Stanford University. The announcement of these grants stated the objective as follows:

"The purpose of the grant is not the support of research projects, as such, but rather the development of the personnel and the improvement of the conditions and facilities for effective research. Success is, therefore, not to be measured so much by research findings *per se* as by an increase in the number or capacity of the research workers, the improvement of their methods and the enhancement of their facilities and resources. Through emphasis on effective manning and 'machine tooling' for research, rather than upon specific projects, it is hoped that the underpinning will be strengthened for subsequent activity in all the various and specialized segments of the broad area of individual behavior and human relations."

Formal reports on plans for utilizing the grants were received from most of the universities and from the Council in fall 1951.

In early 1951, at the request of Paul G. Hoffman, then President and Director of the Foundation, H. Rowan Gaither, Jr., then an Associate Director, took responsibility for the development of Program Five. He appointed Donald G. Marquis, Chairman of the Department of Psychology at the University of Michigan, and Hans Speier, Chief of the Social Science Division of The RAND Corporation, as his consultants in this task. In the summer of 1951, Bernard Berelson, Professor of Library Science and of the Social Sciences at the University of Chicago, was named senior staff member for

the development of this program, and he later became Director of the Behavioral Sciences Division. Two Deputy Directors were subsequently appointed: David C. McClelland, Chairman of the Department of Psychology at Wesleyan University, in the summer of 1952, and Waldemar A. Nielsen, Director, Office of Information, Mutual Security Agency, Paris, in the fall of that year.

During fall 1951, a proposed plan for developing this program of the Foundation was drawn up by Mr. Gaither and his associates. It was approved by the officers in December 1951 and by the Trustees in February 1952. Following these actions, the Behavioral Sciences Division was organized to carry forward the work of Program Five.

Through 1952 and February 1953, the Trustees of the Foundation appropriated a total of \$7,201,300 for Divisional programs and projects. Specific activities of the Divisional program are described in the body of this report.

Throughout this period the Division developed its program with the advice, consultation, and assistance of a number of scholars and academic administrators. The names of Divisional consultants are listed in the Appendix.