

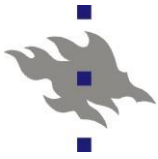


HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

**"Theory is most practical" – -
theory and practice in search of
one another, 1962-1986
- miten sosiaalipsykologia jalkautui
yhteiskuntaan 1962-1986**

**Social Psychology 60th anniversary seminar
November 18, 2022
Klaus Helkama**





Kullervo Rainio (1924-2020)

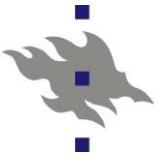
- First professor of social psychology in Finland (1962-1986)
- Doctoral thesis 1955 *Leadership Qualities*
- Motto: "theory is most practical"
- Bestsellers 1957:
Käytännön psykologiaa 1-2
(Practical psychology)





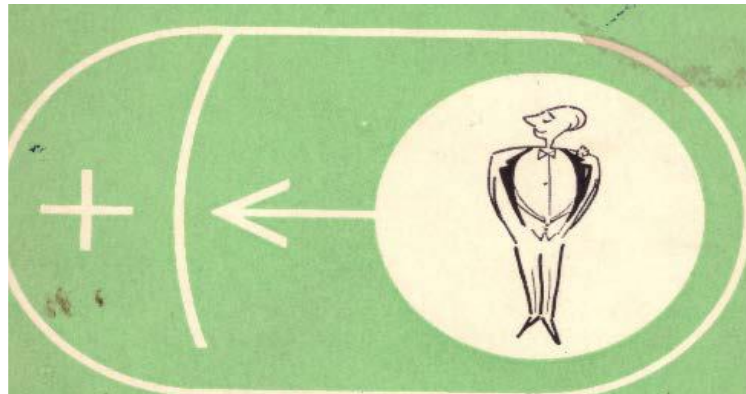
Reasonable expectation: social psychology will be practical

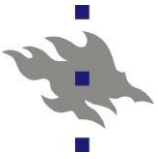
- From Practical psychology:
- The practical significance of social psychological knowledge would, in my view, most clearly consist in **enlarging the scope of our cooperation opportunities by removing** ignorance-based **prejudices** that hamper it.
(italics in the original)
- Näkisin sosiaalipsykologisen tiedon käytännöllisen merkityksen olevan selvimmän siinä, että se **laajentaa meidän yhteistoimintamahdollisuuksiemme piiriä poistamalla** sitä haittaavia tietämättömyyteen perustuvia **ennakkoluuloja**. (Rainio: Käytännön psykologiaa 2, 1957, 17)



Which theory?

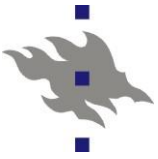
- *Practical psychology* was based on Lewinian field theory, illustrated with "snowshoe" figures and humorous examples.





Which theory?

- Rainio's innovation: Lewin's forces were replaced by probability vectors → *stochastic field theory* (1961, 1962, 1986)
- How practical was stochastic theory (which used computer simulation)?



Which theory?

- Rainio's innovation: Lewin's forces were replaced by probability vectors → *stochastic field theory* (1961, 1962, 1986)
- How practical was stochastic theory (which used computer simulation)?
- Not at all!



What Ilpo Vilkkumaa said about "theory is most practical"

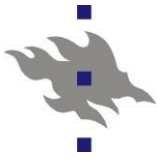
- *Äärimmäisimmillään, ja se varmaankin pätee juuri 60-luvun helsinkiläiseen sosiaalipsykologiaan, tämä lause voidaan tulkita niin, että teoriaa ei saa käytännölliseksi millään tavalla (2003, 70).*
- (Taken to to the uttermost - and this certainly applies to the Helsinki social psychology in the 60s - this phrase could be interpreted as saying that there is no way to make theory practical.)



Ilpo Vilkkumaa (as King Carl Gustav in a Halloween masquerade, early 1980s)

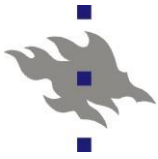
- - master's thesis on Rainio's stochastic theory, 1966
- - instructor 1965-1977
- - lecturer, Sussex U, 1969-1971
- - moved out of (jalkautui) university to be eventually CEO of Rehabilitation Foundation (Kuntoutussäätiö)
- -lic. thesis 1988 on social mechanisms of rehabilitation (345 p.)





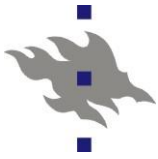
Ways of applying social psychology

- - teacher moves to the "outside society" (Vilkkumaa)



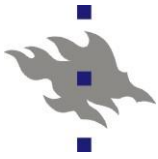
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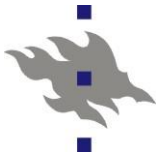
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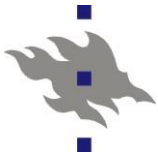
Ways of applying social psychology

- - teacher moves to the "outside society" (Vilkkumaa)
- - teachers do research that is applicable to social problems
- - teachers move to other disciplines
- - graduates move to working life (1970s: "What is the occupational/professional practice of social psychologists?")



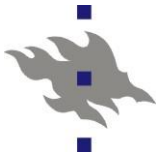
Stages in the development of social psychology department

- 1962-1968: beginnings; staff: prof + 2 instructors + lecturer; N master's theses = 12
- 1969-1979: revolutionary turmoil; staff: prof, lecturer, 4 instructors; N master's theses = 103
- 1980-1986: calm; staff N=6 (same positions); N master's theses = 50



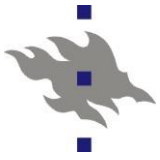
1969-1979: Applied fields take shape

- Rainio in the Parliament 1972-1979
- Department council (1 man-1 vote) dominated by minority communist students (Stalinists)
- Egalitarian, cooperative, humorous atmosphere:
- No single authority → "free atmosphere" (Anja Riitta Lahikainen, teacher (2012, 92)); "open, developing, warm, and even funny scientific community" (Vilma Hänninen, student (2003, 84)) .
- M age of staff 1975 = 32 yrs (range 27-37)
- Each teacher/researcher developed own approach
- Common tune: societal psychology (Israel & Tajfel: The context of social psychology, 1972)



Pyhtää community study 1975-2007

- Rauni Myllyniemi (1st instructor 1962; professor 1989-2002) received 5000 mk (=4400 eur) for a "community study" at Pyhtää (120 km east of Helsinki)
- Swedish-speaking minority; many-sided occupational structure (agriculture, industry, tertiary sector – nationally representative)
- Representative sample of the adult (18-65) population
- 13 interviewers; face-to-face interviews
- Topics:
 - - social reaction tendencies (Myllyniemi)
 - - ethnolinguistic identity of Swedish-speaking minority (Liebkind)
 - - moral judgment and values (Helkama)



**Pyhtää 1975: Helena Ahonen (student),
Karmela Liebkind (postgraduate), Rauni
Myllyniemi (acting professor) Klåsarö School**





Karmela Liebkind – founding mother of the Finnish social psychology of intergroup relations

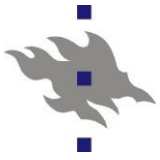
- Instructor/research associate 1973-
- Professor 1993-2017
- **Topics:**
- - minority identities
- - immigrants
- -etc





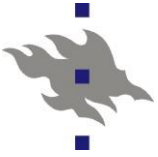
Antti Uutela – founding father (with Ilpo Vilkkumaa) of the Finnish social psychology of health and welfare

- Instructor 1973-
- Associate professor of medical sociology (Faculty of Medicine)
- Lecturer in social psychology
- Participant, Pyhtää study 1982
- President, International Society of Behavioral Medicine 2004-2006
- Chief of laboratory, National Public Health Institute 1994-2009
- Research Professor, Chief of Department, National Institute for Health and Welfare 2009-2014
- Professor of public health (part time), University of Tampere 2009-2013.
- Topics: Attitudes; attitudes toward epilepsy, health promotion



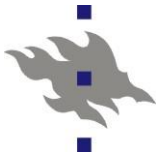
Uutela & Helkama ca 1990





Klaus Helkama

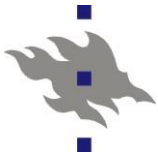
- Research associate/instructor 1973-
- Professor 1989-2010
- Topics: moral judgment, values
- Field of application: moral education



Anja Riitta Lahikainen (1984), founding mother of the Finnish psychoanalytic social psychological approach to family socialization

- Instructor/ lecturer 1971-
- Professor of social psychology, U Kuopio
- Professor of social psychology, U Tampere
- Topics:
 - - vocational choice
 - - early socialization
 - - day care





Anja Koski-Jännes, founding mother of the Finnish social psychology of addictions (as a wizard in a Halloween masquerade, early 1980s)

- Instructor 1973-1979
- Research associate, Foundation for Alcohol Studies

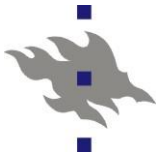
PhD thesis: Alcohol addiction and self-regulation

- Professor of social psychology, U Kuopio, U Tampere

Topics:

- addiction and treatment research





1979-1986: relative calm

- Anna-Maija Pirttilä-Backman enters the scene
- Younger teachers had ambivalent feelings toward Rainio
- Karmela Liebkind (Christmas party verse, early 1980s):

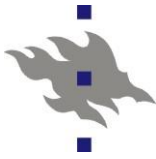
Kullervo Rainion luonnetta en

Uskalla ruotia. Uuemoilen,

Että tänään on pelissä rauhan mies,

Huomenna villikarju, kenties!

- Frustration over (both) Finnish professors' non-interest in practical applications of sp (N graduates =130)
- → Could we organize a seminar on applied sp?



Yes – 1st seminar on applied social psychology on November 20, 1981

HELSINGIN YLIOPISTO
SOSIAALIPSYKOLOGIAN LAITOS

Ahdesmerkat. /
00120 HELSINKI 10

Helsingin yliopiston sosiaalipsykologian laitos järjestää seminaarin

SOSIAALIPSYKOLOGIAN SOVELTAMISESTA

perjantaina 20.11. 1981 sosiaalipsykologian laitoksen seminaaritalouksessa Aleksanterinkatu 7, p. Kosmos (h. 50%).

Seminaarin ohjelma on seuraava:

10-11 Seminaarin avaus, prof. Kullervo Reinio
Sosiaalipsykologian tiedon soveltamisen yleisiä ongelmia
Alustus: Antti Huuhtala, Helsingin yliopiston kansainvälisen sosiologian laitos

Keskustelu

11-12 Sosiaalipsykologian tiedon soveltamista markkinointin eri-
aloihin
Alustus: Heikki Oksanen, Helsingin yliopiston suunnittelun
laitoksen laitos

Lyhyt puheenvuoro: Matti Tuohimäki, Markering Center
Keskustelu

Lounastauko

13-14 Sosiaalipsykologian soveltamisesta työergonomisatieteeseen
Alustus: Kyösti Kallio, Psyko-sosiologinen tutkimuslaitos
Lyhyt puheenvuoro: Lempi Joukseenkunnas, Y-tuottajat
Keskustelu

14-15 Sosiaalipsykologian soveltamisesta asuinalueiden kehittä-
miseen

Alustus: Paavo Viirikorpi, Koivukylä-projekti
Keskustelu

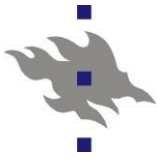
Aalvitauko

15.30-16.15 Sosiaalipsykologian käytännöllisyydet sosiaal- ja
terveyspsykologiassa

Alustus: Ilpo Viikari, Kouhkovuoneliitto
Keskustelu

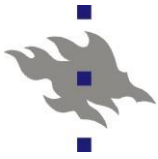
16.15-17 Ilopuhekeskustelu

Seminaariin on vapaa pääsy ilman osallistujamaksua. Lisätietoja:
Klaus Holkama p. (90-) 491 2089, väkiviikoin to 12-16 ja to 13-14.



Topics

- Opening – Rainio
- General problems in applying sp – Uutela
- Applying sp
- in marketing – Heikki Juslin, Martti Puohiniemi
- in organizations - Kyösti Kallio, Tapio Joutsenkunnas
- In neighborhood development - Paavo Viirkorpi
- Use of sp in health and welfare services - Vilkkumaa



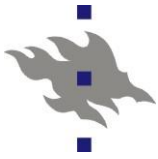
Moved to other fields/disciplines

■ Marketing

- Kyösti Kallio (lecturer in sp 1969-1973)
- Martti Puohiniemi (instructor in sp 1979-80) Marketing Radar, Puohiniemi Consulting, follow up of values of Finns)
- Heikki Juslin (Master's thesis in social psychology 1974, professor of forest products marketing (puumarkkinatiede))

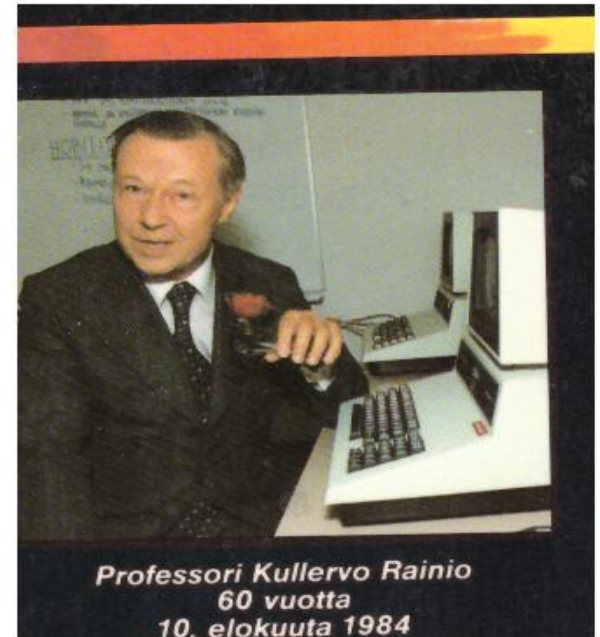
■ University of Technology

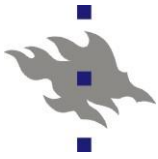
- Paul Lillrank (instructor, 1979-1982; professor of quality management)



Two inseparable friends: Kullervo & the computer (photo: Antti Uutela)

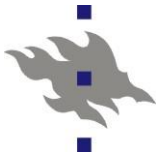
- Total number of master's theses on stochastic theory 1966 – 1983 = 3
- Rainio's legacy: students' computer skills
- (IT experts of the UH recruited from 2 departments: computer science and social psychology)
- Lauri Tarkkonen (Master's thesis no 2) – later professor of statistics UH





Conclusion

- Rainio's stochastic field theory was not practical but social psychological research found its practical applications.
- However, Rainio (1957, 17) was right in his view on the practical significance of social psychological knowledge:



Now: current research in three universities is carrying out what Rainio said 65 years ago

- *The practical significance of social psychological knowledge would, in my view, most clearly consist in **enlarging the scope of our cooperation opportunities by removing ignorance-based prejudices** that hamper it.*