



Frank H. Farley: professor of educational psychology. 1968/1994

[Madison, Wisconsin]: [s.n.], 1968/1994

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NEWS TIPS

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UNIVERSITY OF WISCONSIN-MADISON

News & Information Service
19 Bascom Hall • 500 Lincoln Drive
Madison, Wisconsin 53706-1380

Phone: 608/262-3571
Fax: 608/262-2331

Jan. 18, 1994

TO: Editors, news directors
FROM: Terry Devitt, (608) 262-8282
RE: Los Angeles Earthquake

For reporters covering the Los Angeles earthquake there are several University of Wisconsin-Madison experts who may be able to help shed light on aspects of the disaster.

The earthquake itself: Geology and Geophysics Professor Clifford H. Thurber has conducted detailed studies of the underground structures of earthquake fault zones as well as the near-surface geology along fault lines. He can help explain the mechanisms of earthquakes and how damage is propagated from the epicenters of earthquakes. He can be reached today (Jan. 18) at his home, (608) 238-2196.

Infrastructure damage: Civil and Environmental Engineering Professor Michael G. Oliva has conducted extensive research on the problem of structural resistance to the problem of strong earthquakes. He is especially knowledgeable about precast structures and highway bridges. He can be reached today (Jan. 18) at his home, (608) 231-1470, and tomorrow (Jan. 19), in his campus office (608) 2627241.

Psychological trauma: Psychiatry Professor Gregory G. Kolden can address the subject of post-traumatic stress. After events like earthquakes and other natural and human-caused disasters, people can experience a range of psychological stress ranging from flashbacks and nightmares to fatigue and denial. Kolden can be reached at (608) 263-6082.

Frank Farley, professor of educational psychology and current president of the American Psychological Association, says the APA has a disaster response network that provides counselors and psychologists to victims of disasters like the big quake. He said they provided such assistance after Hurricane Andrew, and they currently have people helping in Los Angeles. Today he can be reached either at home (608) 233-8940 or at the office at (608) 262-0834.

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4/27/94

OPEN HOUSE PLANNED APRIL 30 AT UW GEOLOGY MUSEUM

The UW-Madison Geology Museum has a series of family-oriented programs planned for its annual open house on Saturday, April 30.

The programs begin at 1 p.m. with a one-hour slide show on meteorites presented by museum Director Klaus Westphal. The slide show will be held in the L.R. Laudon Lecture Hall, room A120 A, near the museum in Weeks Hall, 1215 W. Dayton St.

At 2 p.m. and 4 p.m. that day, there will be a free "rock pile" activity, where children may bring an empty bag to fill with interesting and unusual rocks. Interested parents and their children can meet at the globe in the museum lobby. Bring rain gear if necessary.

At 3 p.m., Westphal will present a slide show on Wisconsin fossils, also in the L.R. Laudon Lecture Hall.

Parking near the museum is limited, but is available on Charter Street, in Lot 54 adjacent to the museum, and other nearby lots.

###

— Brian Mattmiller, (608) 262-9772

UW PSYCHOLOGY STUDENT RESEARCH SYMPOSIUM SET FOR APRIL 30

A psychology research conference being held Saturday, April 30 at UW-Madison will feature more than 40 presentations from undergraduates on a wide range of psychology topics.

Students from 17 campuses across Wisconsin, and the Minneapolis and Chicago areas, will attend the annual symposium, sponsored by Psi Chi, the psychology honors society. The free presentations will take place from 9 a.m. to 5 p.m. in Brogden Hall, the psychology building, at 1202 W. Johnson St. A tour of selected psychology labs will begin at 1:30 p.m.

Among the student presentations will be studies focusing on personality and health, stress among ethnic minority families, caffeine and impulsive behavior, and music and reading comprehension.

A featured address at 11:15 a.m. will be given by Frank Farley, professor of educational psychology. He will speak on "The Type T Personality: Implications for Psychology and Society."

For more information, contact Arlene Davenport at (608) 262-2077.

###

— Brian Mattmiller, (608) 262-9772

1-22-92

Scientists discover pulsar

By Terry Devitt

Scientists from UW-Madison have reported the discovery of a pulsar with a "hot spot" on its surface, a finding that seems to pinpoint the source of the distinctive pulsations of energy that give pulsars their name.

Using the X-ray satellite ROSAT to measure the surface temperature of a nearby pulsar, astrophysicists John P. Finley and Hakki Ogelman of UW-Madison and Umit Kiziloglu of the Middle East Technical University in Ankara, Turkey, found a hot patch on the star that swept through the satellite's line of sight once every rotation.

Pulsars are the collapsed remains of stars that ended their lives in cataclysmic explosions known as supernovas. Small, dense objects, pulsars spin at a dizzying pace — sometimes as fast as 600 times per second — and emit beams of radio waves which are likened by astronomers to lighthouse beacons.

Most pulsars can only be viewed from Earth by powerful radio telescopes, and the pulses are so regular and distinct that when first discovered in 1968 scientists thought they might be listening to the echo of a distant civilization.

But with the discovery of many more sources of celestial radio pulsations — some 500 to date — scientists theorized that the signals are produced by narrow beams of radiation emanating from neutron stars that sweep around the sky as the stars spin.

The pulsar in question, according to Finley, is an unnamed pulsar situated just 1,500 light years from Earth. Smaller than Manhattan Island, the pulsar, according to the ROSAT observations, has a hot spot on its surface that is about 4 percent hotter than the rest of the surface of the star.

The X-rays emitted by the star, Finley said, are higher in energy at the precise time the pulsed X-ray emission is greatest.

"The whole star is glowing with X-rays and when you see this hot spot, your



JEFF MILLER

PROFILE

FRANK FARLEY

What do these disparate phenomena — Einstein's theory of general relativity and a plunge off a bridge by a bungee-jumper — have in common?

Simple, says Frank Farley: Both are products of a Type T personality. Farley is a professor of educational psychology at UW-Madison and the man who coined the term Type T, or thrill-seeking, personality.

"I wanted to develop a general theory of human nature," says Farley, "that would assess how a person engages the uncertain." His theory, proposed in 1985, says people range from those who cling to custom like a storm-lashed sailor hugs a mast, to those who continually spurn caution or convention.

What a concept: Albert Einstein as a fire-in-his-eyes Type T. But Farley insists that T Types aren't just physical thrill-seekers; they're anyone like Einstein or Margaret Mead or Albert Schweitzer who take major risks to do the unexpected or unimagined. "That's where human progress and human creativity take place," he says.

According to the Wall Street Journal, Farley's done more work on risk-taking than anyone. For example, he's ballooned over China and Russia and white-water rafted in Costa Rica to watch physical T Types in action, though he admits he doesn't covet thrills as much as they do. "I'm more of an intellectual Type T," he says, "because I'm trying to develop a broad theory of human behavior in an age of specific psychological models for limited phenomena."

Farley has extended his theory to historical analysis: "The qualities of immigrants, versus the qualities of those who stay at home, affect the course of nations. I believe immigrants tend to be T Types." That's why the United States is one of the most creative nations in history, he says. And that's perhaps why a leading German newspaper, *Die Zeit*, blasted his theory as implying that Old World stay-at-homes generate less creative juice than New Worlders.

It's not edging toward hyperbole to say that Farley has become a media magnet. He gets calls from such media as USA Today, the Today Show and Time Magazine for comment on anything from Type T to the Iran-Contra hearings. "Scientists should give their science away to the public," he says.

He'll push for other psychologists to do the same next year as president of the 101-year-old American Psychological Association, the country's second-largest scientific society at 112,000 members. The only other scholars from Wisconsin to head APA were Harry Harlow in 1958 and Joseph Jastrow in 1900, both from the UW-Madison Psychology Department.

Farley stumbled into psychology as a career. A native of Canada, he attended the University of Saskatchewan as an undergraduate. "One day I wandered into an experimental psychology lab, and a wonderful professor there showed me around," says Farley. That professor, now retired in Quebec, sent Farley congratulations upon his election as APA president. Farley went on to earn his doctorate at the University of London, England.

He teaches a crush of students, about 2,000 every year. Farley loves to teach, and in 1989 he was named a "Best Professor in Madison" in the annual readers' poll by Madison Magazine.

"Modern findings of cognitive psychology affect the way I teach," he says. He often embeds principles in stories, because he believes narratives facilitate the communication and learning of scientific ideas. "I tell students there are two keys to success in life," Farley says. "One is self-knowledge, and the other is motivation. Know your strengths and act on them." A former student, Laura Olsen, remembers Farley as a professor who doesn't dwell in an ivory tower. "An interesting twist to his class is that he showed us how to apply motivational theories to our own lives. He's a fine example of motivation in the flesh."

Motivation fuels heroism — another phenomenon that's galvanized Farley's interest, making him one of the nation's leading authorities on the subject. Who are his heroes? A physical Type T who loves to skate deliciously close to personal extinction? Or an intellectual Type T who cleaves conventional wisdom with a laser-like mind? Not at all, he says.

His heroes are two people who didn't display Type T traits, but showed a lot of love for each other and their children: his mother and father. "They survived a depression and two world wars, raised a large family on a blue-collar income, had a terrific time together and lived until age 91," says Farley. "They lived a charmed life."

—Jeff Iseminger

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GRANTS, FELLOWSHIPS

From: International Studies and Programs

Re: Dissertation Research Grants and Developmental Fellowships

The Midwest Universities Consortium for International Activities (MUCIA) will award seven grants in 1992-93 for Ph.D dissertation research conducted outside the United States. Grants may be up to \$10,000 and can cover most dissertation research costs except U.S. in-country costs and dependents' transportation or maintenance. All fields of research are eligible so long as the field of dissertation addresses some aspect of international development. The campus deadline for application is Jan. 31. Up to four applications can be submitted from the UW-Madison; the MUCIA liaison officer will organize a campus screening of applications and the selection process.

Information and application forms may be obtained from International Studies and Programs, 1411 Van Hise Hall, or call 262-2851.

Re: IREX Developmental Fellowships

The International Research & Exchanges Board (IREX) is offering fellowships for advanced doctoral candidates, postdoctoral researchers, and faculty in the humanities and social sciences to prepare eventual research in Eastern Europe, the Baltics, and the republics of the USSR.

Candidates may propose to:

- Gain East European, Baltic, or Soviet language and area studies background to pursue research in such fields as archaeology, anthropology, business, economics, geography, demography, law, musicology, political science, psychology, sociology and other fields underrepresented in American research on the region.

- Develop competence in non-Russian areas of the USSR for applicants with a strong background in Soviet area studies.

- Cultivate a dual-area competence for applicants who have expertise in a specific world region for the purpose of eventual comparative research in the region.

These fellowships are intended for training within the United States. Applicants may apply for language training or area studies tuition, language tutoring, stipend, travel, or other research expenses. Only persons interested in developing competence for eventual speech re



NEWS

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19 Bascom Hall • 500 Lincoln Drive
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FOR IMMEDIATE RELEASE

1/28/92

CONTACT: Frank Farley, (608) 262-0834

TYPE T PERSONALITIES: EINSTEIN AND BUNGEE-JUMPERS

MADISON -- What do these wildly disparate phenomena -- Einstein's theory of general relativity and a plunge off a bridge by a bungee-jumper -- have in common?

Simple, says Frank Farley: Both are products of a Type T personality. Farley is a professor of educational psychology at UW-Madison and the man who coined the term Type T, or thrill-seeking, personality.

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Farley -- Add 1

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This Type T thinker has extended his theory to historical analysis: "The qualities of immigrants, versus the qualities of those who stay at home, affect the course of nations. I believe immigrants tend to be T Types." That's why the United States is one of the most creative nations in history, he says. And that's perhaps why a leading German newspaper, *Die Zeit*, blasted his theory as implying that Old World stay-at-homes generate less creative juice than New Worlders.

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He'll push for other psychologists to do the same next year as president of the 101-year-old American Psychological Association, the country's second-largest scientific society at 112,000 members. The only other scholars from Wisconsin to head APA were Harry Harlow in 1958 and Joseph Jastrow in 1900, both from the UW-Madison Psychology Department.

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-more-

Farley -- Add 2

teach, and apparently many students love him as a teacher: In 1989 he was named a "Best Professor in Madison" in the annual readers' poll by Madison Magazine.

"Modern findings of cognitive psychology affect the way I teach," he says. He often embeds principles in stories, because he believes narratives facilitate the communication and learning of scientific ideas.

"I tell students there are two keys to success in life," Farley says. "One is self-knowledge, and the other is motivation. Know your strengths and act on them." A former student, Laura Olsen, remembers Farley as a professor who doesn't dwell in an ivory tower: "An interesting twist to his class is that he showed us how to apply motivational theories to our own lives. He's a fine example of motivation in the flesh."

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###

-- Jeff Iseminger, (608) 262-8287

Adventurous vacations strengthen families

WI. Week 7/27/88

By Mary Ellen Bell

What is your idea of the perfect family summer vacation?

Is it two weeks at a comfortable cottage at the shore, reading trashy novels on the beach while the kids build sand castles? Or is it a white water rafting trip down the Colorado River?

If you want your vacation to bring the family closer together, choose the adventure on the river, not the snooze on the beach, recommends UW-Madison psychologist Frank Farley.

Farley is internationally known for his theories about what he calls the Type T personality. The "T" stands for "thrills," and Farley thinks some T-type excitement can be the glue that holds families together.

"Many kids are natural Type Ts," Far-

ley explained. "They love it when their parents show some sense of adventure."

A vacation that exposes a family to some risks encourages them to work together to meet the challenge. An adventure together creates important family memories and family history, Farley said.

"People remember the things that stand out from ordinary experiences," he said. "They remember what is novel and exciting."

"Some individuals need to take risks in order to grow. Families, too, may grow stronger by taking some risks."

How much adventure family members crave—or will tolerate—can be a good guide for planning a vacation, Farley said.

True Type T people seek excitement in most of what they do. When they take

vacations, they like mountain climbing, exploring unfamiliar cities, traveling without reservations or schedules.

At the other extreme are people who want most things in life to be organized, predictable and familiar. They like returning to vacation spots regularly. If they travel, they make arrangements through travel agents. They may like resorts and cruises, or they may prefer to spend their vacations at home. Farley categorizes them as Type (lower case) t people.

Most people fall somewhere in the middle, Farley said. Their everyday lives may be Type t, but they use their

vacations as a Type T "break out."

"They might moderate the amount of risk they are willing to accept," he said. "They might decide that they will go to Poland. That's exciting. It's unfamiliar, behind the Iron Curtain. But they'll go with reservations at the Holiday Inn."

Fortunately for family harmony, Farley says the T factor seems to run in families. Thrill seekers tend to marry other thrill seekers; thrill avoiders pick out other thrill avoiders.

Adventurous vacations are particularly important for young Type Ts, Farley said. His research has found links between the Type T factor and juvenile delinquency, criminal behavior, use of drugs and alcohol and teenage sex. If kids get their thrills from skin diving or sky diving, Farley thinks they are less likely to find trouble when they go searching for excitement. ■



From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: IMMEDIATELY

07/14/88

CONTACT: (Frank Farley) (608) 262-0834

ARE YOU A T-TYPE TRAVELER?

MADISON--The University of Wisconsin-Madison psychologist who studies Type T (thrill-seeking) personalities, says that people who are risk takers in every-day life probably like adventurous vacations as well.

But Frank Farley says many people whose daily lives are fairly routine use vacations as times to indulge in a little T-type behavior. The following questions could help you determine if you, members of your family or a traveling companion are Type T travelers.

1. I like traveling a lot. T F
2. I would not like to be an astronaut. T F
3. I spend most evenings and week-ends at home rather than going somewhere. T F
4. I like taking long drives whenever possible. T F
5. I would not like to go camping in wilderness areas. T F
6. I do not like going to the beach. T F
7. I get very restless if I have to stay at home for long. T F
8. I would not like to go scuba diving in Australia's Great Barrier Reef. T F
9. I like exploring. T F
10. When I travel, variety, novelty and change are major ingredients. T F

-more-

Add 1--T-Type Quiz

11. I would not want to watch the "running of the bulls": in Spain. T F
12. I like going on vacations without much advance planning. T F
13. As a child, in my family we often traveled to sports events, took day trips, went camping, etc. T F
14. I would not be interested in visiting the ruins of ancient civilizations in Peru. T F
15. I would like a job with a lot of traveling. T F
16. I do not like travel that could be risky, such as exploring a strange city on my own, driving in the mountains in winter, etc. T F
17. I don't feel that I have a strong need for excitement. T F
18. I am high in energy. T F

Give yourself one point for each "true" answer to questions 1, 4, 7, 9, 10, 12, 13, 15 and 18 and for each "false" answer to questions 2, 3, 5, 6, 8, 11, 14, 16 and 17. The higher your total score, the more likely it is that you may be a Type T traveler.

If your score is fairly close to that of your traveling companion, you probably agree about the kind of vacations you like to take together. Farley cautioned that his questionnaire is not a definitive psychological test. Scores, he said, can vary from person to person and from time to time because of many factors. (copyright 1987 Frank Farley, Ph.D.)

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-- Mary Ellen Bell (608) 262-8287

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: IMMEDIATELY

07/14/88

CONTACT: Frank Farley (608) 262-0834

PUT SOME ADVENTURE IN YOUR FAMILY'S VACATION, PSYCHOLOGIST RECOMMENDS

BY Mary Ellen Bell
University News Service

MADISON--What is your idea of the perfect family summer vacation?

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"They might moderate the amount of risk they are willing to accept," he said. "They might decide that they will go to Poland. That's exciting. It's unfamiliar, behind the Iron Curtain. But, they'll go with reservations at the Holiday Inn."

Fortunately for the harmony of family vacations, Farley says the T factor seems to run in families. Thrill seekers tend to marry other thrill seekers; thrill avoiders pick out other thrill avoiders.

"It's called assortative mating in genetics," Farley explained. "T type, like physical appearance and intelligence, is an important part of what people find attractive in a mate."

Adventurous vacations are particularly important for young Type Ts, Farley said. His research has found links between juvenile delinquency, criminal behavior, use of drugs and alcohol and teen-age sex and the Type T factor. If kids get their thrills from skin diving or sky diving, Farley thinks they are less likely to find trouble when they go searching for excitement.

###

Frank Farley

Generous People. Who are They, and
Why are They Giving Gifts, Time, Money, and Help?

What is the nature of the generous person, the seemingly selfless giver of gifts, time, money and help to others, and why do they do it?

The answer may lie in our sex, personality, motivation, and a cluster of attitudes and beliefs.

Frank Farley, a psychologist at the University of Wisconsin in Madison, Wisconsin, has been trying to find answers to some of these questions. He has shown that personality and gender are factors, as well as beliefs and attitudes. In a recent study of 462 university students ranging in age from 18 to the 30s, he administered a measure of generosity, giving habits, and altruism, as well as ^{host} of personality and other tests. Two age-matched samples of 231 males and 231 females were compared on these measures. Females were generally more "generous" than males. ^{On 9 out of 12 generosity indices} they scored as more generous than males. On some of these they were very substantially more generous. These included the following: "Giving gifts to persons of one's own sex", "Volunteering time to charitable activities", and "Giving gifts to ones closest friends." For both sexes the #1 target of their generosity was the family "Giving gifts to my immediate family". However, for females the least preferred act of generosity was "donating blood", whereas for males it was "volunteering time to charitable activities."

Farley identified within each sex the Most Generous persons and the Least Generous persons using his G (generosity) scale. These were the extremes of generous and ungenerous people. These Most Generous and Least Generous groups were contrasted and compared with each other in terms of personality, attitudes, preferences, etc. Here the main findings were: For both sexes, the Most Generous people were more spiritually satisfied but less economically satisfied than the Least Generous persons. The Most Generous also had a greater strength of religious belief than the Least Generous.

When asked who their favorite living politician was, the Most Generous group had no predominant choice, whereas the Least Generous group had a predominant preference for Ronald Reagan.

The personality of the Most Generous could be characterized as the Type T Personality, which can be described as a stimulation seeking, risk taking, excitement seeking, thrill (T) seeking personality, compared to the Least Generous respondents. The Most Generous were more this Type T Personality than were the Least Generous in both the mental and physical domains. The Most Generous were greater in both mental and physical risk taking and stimulation seeking than were the Least Generous.

The Most Generous persons rated themselves as more ambitious than did the Least Generous persons.

Parents were more frequently chosen as their #1 hero/heroine by the Most Generous persons than the Least Generous persons.

Finally, respondents were asked what they felt were the main reasons why people like to give gifts. For males there was no difference between the Most Generous and Least Generous groups, with about one-half of the reasons being self-centered, that is, the motivation being self-satisfaction of the giver, and the remaining one-half of the reasons being centered on the recipient, that is, making the recipient feel good, feel loved, feel happy, etc. For females, the Least Generous group was also about evenly divided. But for the Most Generous group of females the self-centered reasons were substantially fewer than reasons centered on the recipient of the gift. It might be suggested that the Most Generous females are more genuinely altruistic in their motivation for giving.

This research indicates that generosity, altruism and the giving of gifts, time and help to others is related, at least for the sample studied, to sex, personality, attitudes and beliefs in identifiable ways, and that more generous differ from less generous people in many ways other than their generosity.

Recent research in England on twins has implicated heredity in human altruism, suggesting significant "heritability." Thus, to the list of personality and individual characteristics of generous people may soon have to be added a role for genetics.



University of Wisconsin-Madison

Department of Educational Psychology
Educational Sciences Building
1025 West Johnson Street
Madison, Wisconsin 53706
608-262-3432

Dear Susan,

Herein a very rough outline
of some of our recent work on "generous
people". You said you might like to talk
to me about our work in this area.

Regards,
Frank

uw news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

6/15/87

CONTACT: (Frank Farley) (608) 262-0834

RISK-TAKING DADS ARE TOPS

By Elizabeth McBride
University News Service

MADISON--Take a few risks in life, dad. Your kids will love you for it. That's the latest finding of a University of Wisconsin-Madison psychologist who specializes in the study of the "Type T," or "thrill-seeking," personality.

Frank Farley asked 272 college students to rank their fathers on an affection scale ranging from one, "Don't like at all," to 10, "Love him deeply."

Sixty-four percent of the fathers classified as a Type T, in contrast to 33 percent of the fathers classified as risk avoiders, received a perfect "10."

The study sampled an equal number of males and females and students in a wide range of college majors.

Farley said, however, that the results do not mean fathers should go out and climb mountains in order to be loved: "We can't all be thrill-seekers of this kind. But we can keep a little of that excitement."

"Type T dads, I believe, are more likely to take their families to new and different places and to encourage creativity," Farley said in an interview. "I also believe that they are flexible in their relationships, tolerant of family disagreements and happier than risk-avoiding dads."

"What we call Type T may capture a whole set of attributes kids relate to. These are fun people."

Farley found that the Type T personality was less of a factor in the students' love for their mothers.

However, students agreed more on mom's lovable qualities than dad's. About 75 percent said they loved their mother because she is loving, caring, compassionate, generous, supportive and understanding. Only 50 percent listed these qualities as reasons for loving their father.

This may reflect stereotypical ideas about the roles and attributes of mothers and fathers, or about men and women in general, Farley said.

"Even though things are changing dramatically, we may still have a more coherent picture of the mother as the nurturer. Perhaps these findings stem from the dual role fathers have played, outside in the work world and at home," Farley said.

In addition, Farley found that religious affiliation, or lack of it, was a factor.

"The particular denomination was not important, but whether the student did or did not identify with a religion was," Farley said. "For example, sons and daughters who identified with religion expressed stronger love for parents than did non-religious sons or daughters."

Farley also learned that feelings of affection did not differ significantly between students from large families and those from small families. The size of the age gap between parent and child did not seem to matter, either.

For fathers who want to establish a more loving relationship with their children, Farley suggests, "Put some 'T' into your life. Be a bit more adventurous, a bit more accepting of the kinds of conflicts kids have. Engage in something novel. That'll excite your kids as much as it will you."

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From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release:

Immediately

5/21/87

CONTACT: Frank Farley (608) 262-0834 (Farley will be staying at New York City's Days Inn hotel Thursday night. He can be reached at Dr. James Hennessy's office at Fordham University (212/841-5100) on Friday. He will return to Madison early Saturday.)

SPECIAL BRAND OF STUDENT ASPIRES TO BE AN INDY 500 RACER

MADISON--The green flag is about to drop on the Indianapolis 500, and a University of Wisconsin-Madison psychologist has some insight into the kind of person who aspires to compete in one of the world's fastest and most demanding road races.

Psychologist Frank Farley said he has long been fascinated with the dangerous race, and has done surveys among college students that reveal those who would want to race in the Indy 500 are predominantly male and are risk-taking, thrill-seeking people.

The surveys, part of Farley's larger studies of risk-taking or "Type T" personalities done over the span of several years, reveal more than three times as many male as female college students would like to drive in the race, and that those eager to drive are younger than those not interested.

He said his studies imply that the entry of more women in such races may depend on evolving a "more careful, less accident-prone competition."

Farley, who has surveyed almost 1,000 students about the Indy 500, found that race enthusiasts were higher in both physical and mental risk-taking and fit his profile of the stimulation- and thrill-seeking Type T personality.

Farley reported that student who aspired to race seemed happier and felt they led interesting lives. He also found, in one survey, that they showed a "substantially higher rate of personal auto accidents" than nonenthusiasts.

Indy 500 enthusiasts "are probably not crazy," concluded Farley, "but they are characterized by a special personality structure and are deeply motivated by risk, uncertainty and thrills."

###

Linda Weimer (608) 262-3571

3/20/81

WOMEN'S STUDIES FELLOWSHIPS AVAILABLE

Women's studies scholars and researchers not currently affiliated with a university can apply until March 15 for honorary fellowships with the UW-Madison Women's Studies Research Center.

Although the fellowships are unfunded, they provide benefits of a university relationship and access to some university facilities, including office space and libraries, as well as limited secretarial help.

More information is available from Janet Hyde, Women's Studies Research Center, 209 N. Brooks St., Madison, WI 53715, (608) 262-2051.

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FRANK FARLEY ELECTED TO APA BOARD OF DIRECTORS.

(Frank Farley,) professor of psychology at the University of Wisconsin-Madison, has been elected to serve a three-year term on the American Psychological Association's Board of Directors.

Farley is one of only two UW-Madison professors ever to have been elected to serve on the board of the 90,000-member association.

Farley is probably best known for his research on motivation and personality. He was recently featured in a "US News and World Report" cover story and appeared on the CBS morning news show and Hour Magazine to discuss the Type T Personality, a personality he says is characterized by risk-taking and thrill-seeking tendencies.

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uw news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

02/13/87

CONTACT: Frank Farley (608) 262-0834; 233-8940

CUPID MUST BE A TYPE T

by SUSAN TREBACH
University News Service

MADISON--Cupid is undoubtedly a "Type T" personality, according to University of Wisconsin-Madison researcher Frank Farley, who coined the term "Type T personality" to refer to the thrill (T) seeking, risk-taking, stimulation-seeking individual, says Valentine's Day is truly a Type T holiday.

In studies of hundreds of married and single students and others, Farley and colleagues have found that the classic Type T's are drawn to romance. "They are in love with love," Farley says.

Type Ts tend to have sex at an earlier age than most people, Farley said. They tend to be attracted to and marry each other and they are likely to know people for shorter periods of time before jumping into sexual encounters, he said.

The Type T person is less likely than others to become obsessed with one love interest to the exclusion of all others, he said. The obsessed person is addicted to a particular love relationship and has the urge to control and dominate that person, he said. But the Type T is more prone to variety in romance as in life, he said.

-more-

add one -- cupid

Type Ts describe themselves as exceptionally happy and, not surprisingly, as leading exceptionally interesting lives, he said.

"Type Ts also have strong interest in erotic material of most kinds, including pornographic material," he said.

The research may be helpful to counselors and others concerned with advising young and old in love relationships, he said, noting that "this research has added interesting dimensions to our understanding of Cupid's work."

#/#/#

Susan Trebach (608) 262-9406

University folk resolve a better New Year

WI. Week 12/17/86

Does anyone make New Year's resolutions anymore? *Wisconsin Week* asked a cross section of campus people about their resolutions for the New Year. Here's what we found out:



To help the University of Wisconsin get an indoor practice facility built!

Elroy Hirsch
Athletic Director

To get to the Nat at least once in 1987.

Bernard Cohen
Vice Chancellor, Academic Affairs

I don't generally make New Year's resolutions because I forget about them by the end of January. I did quit smoking several years ago on a New Year's resolution but I received a lot of reminders from my children. Since you asked though, I will make a New Year's resolution this year to add one new flavor of ice cream to the list of those already made at Babcock Hall. Any suggestions?

Thomas Blattner
Supervisor, Babcock Hall Dairy

To plan and prepare the greatest Rose Bowl show ever seen by mankind. (Get the hint, Don?!)

Michael Leckrone
Director, UW Marching Band



Basically, I am a Lenten resolve person. Given the occasion to resolve to do something which may be difficult to sustain, 40 days has greater appeal than 365. But the coincidence of the new year with other recent events in my life is too timely to resist reflecting on 1987. I look forward to 1987 as the start of a new phase of my life. I expect it to be challenging and exciting. Most of all, I look forward to returning to private life and getting re-acquainted with my husband.

Sheila Earl
La Follette Institute of Public Affairs

To climb one more of Colorado's fourteen thousand foot peaks before I collapse, and to help awaken American education, business and labor to the competitive challenge.

James C. Hickman
Dean, School of Business

To give up smoking. But I don't believe in New Year's resolutions because I'm still smoking.

Jim Baughman
Professor, School of Journalism



It's the same as last year—to continue to work for full participation in shared governance for the academic staff. Of course, that should be everybody's resolution. If the founding fathers had taken as long to get their articles approved as we are taking, we would still be a British colony.

Steve Saffian
Chair, Academic Staff Committee

That my assistant coach Mike Peckham wins Ed McMahon's American Family Publishers' Multimillion Dollar Sweepstakes. He will split his prize with me and (athletic department administrative assistant) Laurie Irwin.

Mary Ellen Murphy
Women's Basketball Coach

A.) To find a way to properly catalogue and store the 14,000 films in the Wisconsin Center for Film and Theater Research's collections with no staff and no budget; B.) To write a fabulously successful screen play and move to Hollywood so I can stop worrying about A.

Maxine Fleckner
WCCTR Archivist

'over -

To get on the mailing list of every departmental newsletter on campus. It would give me a better picture of everything taking place on campus and help me better serve Wisconsin-Week readers. (To help Mary achieve her goal, ask your departmental secretary to add WisconsinWeek, 19 Bascom Hall, to your mailing list.)

Mary Conley
Assistant Editor, WisconsinWeek

My New Years' resolution for 1987 is to never answer questionnaires.

Sue Finman
Secretary of the Faculty



To concentrate on being a Happy Camper on a trip where the tents are tearing and the canoe has sprung a leak.

D. Kaye Gopen
Director, University Libraries

My resolution is to remember to buy work boots with pointed toes for those hard-to-reach roaches in corners.

Doug Thiessen
University Pest Control

Now that I'm 42 and at least an apprentice 'old fart,' I figure I'd better start slowing things down a bit. I don't mean stopping to smell the roses. (Or maybe I do and just can't stand the cliche.) But one really does slip things into fast forward at this age. If I'm not careful, whole weeks go by, months slip away, and I'm still misdating my checks in April. My kid's 16. He'll be up and out soon enough. I think I'd better stop fussing about tomorrow quite so much and just wallow around in today a bit more.

Marshall Cook
Professor of Communication Arts,
University Outreach

To survive another year of pay inequity and lack of institutional support.

Frank Farley
Professor, Educational Psychology

With the new year I plan to make a conscious effort not to inflict James-and-Chloe tales (no pun intended) on friends or strangers. Since Mother's Day, when I became the adoptive parent of two adorable cocker spaniel puppies, my life (and conversations) have not been the same. But enough! I firmly resolve to wait until asked before letting my conversations go to the dogs.

Barbara Meyer
Librarian, Law School



To take more time out from academics and journalism—I need to enjoy my final semester at the UW. I tend to help other people and organizations to the extent I ignore my own personal needs.

Stacy Swadish
Editor, Daily Cardinal

Remember to take a moment to refresh my mind and review my priorities. For example, I clearly benefit from a moment of looking at the sky from my office window. Yet during the frenzied times, I often forget that the window to a bigger world is sitting right in front of me.

Virginia Hinshaw
Professor, Veterinary Medicine

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release:

Immediately

5/23/85

CONTACT: Frank Farley (608) 262-0834/233-8940

(NOTE TO EDITORS/NEWS DIRECTORS: The Top 10 hero and heroine lists are included at the end of this story.)

COLLEGE STUDENTS' HEROES? YOU MIGHT BE SURPRISED

By STEVE SCHUMACHER
University News Service

MADISON--Prince? Dan Marino? Sally Ride?

Who are the heroes and heroines of today's college students?

A group of University of Wisconsin-Madison students was asked that question, and their responses may come as a surprise.

At the top of their lists? Mom and Dad.

"There wasn't even a close second," said Frank Farley, a UW-Madison psychologist who conducted the survey among 340 students. "Moms got six times as many first place votes as any other heroine, and dads got twice as many as any other hero."

Farley's surveyed an equal number of undergraduate men and women, with an average age of 20.2 years. He asked each to rank his or her top five heros and top five heroines and then analyzed only their number one choices.

The overwhelming nature of the students' selection of their parents as heroes was notable, Farley said.

"Perhaps the American family is in better shape than many people think," Farley said. "These students still look up to their parents, holding them high among their ideals. I think that's gratifying."

Although both male and female students awarded top status to their

parents, Farley said, the females did so in much greater numbers. Among the women, 28 percent said mom was number one on the heroine list, and 23 percent put dad at the top of the hero list; among the men, 19 percent listed mom first and 12 percent listed dad.

Farley said he was impressed by the generally serious nature of the students' other choices.

On the females' list of heroines, Mother Teresa and Jane Fonda tied as the second most popular choice; grandmother was next, followed by Geraldine Ferraro; Madame Curie, Amelia Earhart and the Virgin Mary, all tied for the next spot; and Susan B. Anthony, Golda Meir and Barbra Streisand also tied.

One the males' list of heroines, four women tied in the second group: Mother Teresa, Amelia Earhart, Marilyn Monroe and rock star Madonna. A group of five tied in next group: Joan of Arc, model Christie Brinkley, a wife or girlfriend, Nancy Reagan and Margaret Thatcher.

Among the heroes, the female students ranked Jesus Christ second; John F. Kennedy, Albert Einstein and Martin Luther King, Jr., all third; and then Abraham Lincoln, rock star Bruce Springsteen, and a group that included grandfathers, Mahatma Gandhi and Ronald Reagan.

The men also chose Jesus Christ second, followed by Kennedy, Clint Eastwood and professional hockey player Wayne Gretzky, all tied for third; then Einstein, followed by a group that included grandfathers, Martin Luther King, Jr., John Lennon and Lincoln.

Farley said many participants, who responded anonymously, spent a long time filling out the questionnaire, thinking hard about their choices. In the end, 16 percent of the females and 8 percent of the males listed no heroes.

Farley said he was surprised so few entertainers or sports stars made any of the lists.

"We're bombarded with sports, and sports figures market everything from cars to beer," he said. "The tabloids would have you believe that young

peoples' heroes are Michael Jackson, Brooke Shields, people like that. But that just isn't the case with these students."

Rather, he said, students chose strong individuals covering a wide range of fields and periods of history.

"There are political figures and scientists," he said. "And there is a strong thread of humaneness and idealism running through many of the choices. For instance, Martin Luther King, Jr. was ranked higher than any president except Kennedy. And Mother Teresa, Gandhi and Abraham Lincoln made the lists."

Although the male and female student lists have many names in common, Farley said, the female choices for heroines included powerful feminists -- Jane Fonda, Susan B. Anthony and Geraldine Ferraro -- that did not make the males' list. The males' choices included such "glamour" choices as Marilyn Monroe, rock star Madonna and Christie Brinkley.

"The strong religious tone of some of the choices, might be an indication of a return to more conservative ideals among some students," Farley added. "The fact that males included their wives or girlfriends on their list also might indicate that. It could be a renewal of that old idea of putting women on a pedestal, although there could be other interpretations of that."

Farley now will begin analyzing survey responses to determine how they fit into a larger study on motivation and personality among students.

He has done some much-publicized work on people he terms "Type T" personalities, or "thrill-seeking" individuals. He will next compare the heroes and heroines of Type T students in his study with the choices of other students.

"But just scanning these lists, you can gain some insight into just who it is that students look up to and want to emulate," Farley said. "It may tell us something about how they perceive themselves."

"Biography holds enormous interest for people. It's difficult to identify with abstract ideas, but less so when the ideas are embodied in the behavior and characteristics of a well-known person."

###

-- Steve Schumacher (608) 262-8289

UW-MADISON STUDENT SURVEY

TOP 10 HEROINES

<u>Rank</u>	<u>Male Students</u>	<u>Rank</u>	<u>Female Students</u>
1.	Mom	1.	Mom
2.	Mother Teresa Amelia Earhart Marilyn Monroe Madonna	2.	Mother Teresa Jane Fonda
3.	Joan of Arc Christie Brinkley Wife or girlfriend Nancy Reagan Margaret Thatcher	3.	Grandmother
		4.	Geraldine Ferraro
		5.	Madame Curie Amelia Earhart Virgin Mary
		6.	Susan B. Anthony Golda Meir Barbra Streisand

TOP 10 HEROES

<u>Rank</u>	<u>Male Students</u>	<u>Rank</u>	<u>Female Students</u>
1.	Dad	1.	Dad
2.	Jesus Christ	2.	Jesus Christ
3.	John F. Kennedy Clint Eastwood Wayne Gretzky	3.	John F. Kennedy Albert Einstein Martin Luther King, Jr.
4.	Albert Einstein	4.	Abraham Lincoln
5.	Grandfather Martin Luther King, Jr. John Lennon Abraham Lincoln	5.	Bruce Springsteen
		6.	Grandfather Mahatma Gandhi Ronald Reagan



University of Wisconsin-Madison

Department of Educational Psychology
Educational Sciences Building
1025 West Johnson Street
Madison, Wisconsin 53706
608-262-3432

Art + Mary L.
FYI
J.

June 3, 1985

Mr. Steve Schumacher
University News Service
Bascom Hall
Campus

Dear Steve
(the heroes study)

This was picked up twice by the Cap Times (once an editorial) and Friday (May 31) on the NBC Today Show.

Regards,

(Frank Farley)

✓ FF/ez
cc: Linda Weimer

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

1/24/85

CONTACT: Frank Farley (608) 262-0834/233-8940

UW-MADISON RESEARCHERS TAKE AIM AT DRINKING, DRIVING

By **STEVE SCHUMACHER**
University News Service

MADISON--Frank Farley and Sharon McNeely believe college students drink too often and drink too much.

But more importantly, say the University of Wisconsin-Madison psychologists, it may be possible to predict who is most likely to drink and then take the risk of getting behind the wheel of a car.

Farley and McNeely have been surveying the drinking and drug-taking habits, driving behavior, personality and motivation of students in some undergraduate UW-Madison classes. They emphasize that their sample is not a scientific representation of UW-Madison students and may not reflect the total student population, but they also note that students in the courses are drawn from across the campus.

About 500 students have been surveyed to date, and the researchers are in the first stages of analyzing results. A sampling:

-- Among the student subjects, 61 percent of the men and 31 percent of the women said they drink anywhere from a few times a week to daily.

-- More than half the men surveyed and 30 percent of the women said that when they drink, they consume at least four and up to eight or more drinks at one sitting.

-- Only 4 percent of the 500 said they never drink.

-- Forty percent of the men and 26 percent of the women said they had their first drinking experience by the age of 13.

"The percentages of those who drink and the amount they drink were much higher than I expected," said Farley.

But it is the "second phase of analysis" that Farley considers especially significant. Nationally known for his work on "stimulation seekers," Farley contends that motivation for certain behaviors results from a physiological need to reach a middle ground of "arousal," where outside stimulation matches the brain's need for stimulation.

He has keyed on "low arousable" individuals, those who seek large doses of stimulation to reach that middle ground.

"There are testing methods for identifying low arousable individuals," Farley said. "Those are people who look for stimulation, so they tend to be physical thrill-seekers and risk-takers."

Because alcohol may act as a nervous system depressant, said Farley, it may well lower the arousal levels of such individuals even further, causing them to seek even riskier means to get stimulation.

"We would hypothesize that when low arousal individuals drink, they are more likely to put themselves and others in danger of fatal accidents than high arousal individuals," he said.

There already is some suggestion of a connection between stimulation-seeking and accidents, Farley said. The need for stimulation through the lifespan tends to peak in the late teens and early 20's, then decline. The plot of driving accidents follows the same general pattern.

The most common scenario for fatal accidents includes young male drivers, night driving, presence of passengers, alcohol use and speeding, Farley said.

"Those would all fit the pattern," he said. "Males are often slightly higher than females in stimulation-seeking behavior; both drinking and speeding are risk-taking behavior; and nighttime driving provides little

external stimulation, making passengers more likely to divert the driver's attention. All of those factors maximize the likelihood of a mistake."

Significantly, in matching the behavior patterns and personality characteristics of approximately the first 100 survey participants, Farley found that those with stimulation-seeking characteristics have had twice as many car accidents as those who are stimulation-avoiders.

"Driving accidents are the major killer of those in the 16-to-24 age range," Farley said. "Efforts to ease the problem, such as building safer cars, have had little effect."

Moreover, raising the drinking age might not be an effective deterrent for those who are the greatest stimulation-seekers, he said.

"My hypothesis is that those who take risks, and are the most likely to be involved in accidents, would not be much affected by things such as raising the drinking age or making cars safer. They would be likely to take bigger risks by breaking the law or driving faster."

It might be more effective, Farley said, if parents and others involved in child development could identify youths likely to be these lethal risk-takers and work to alter their lifestyles, channel their energies into safer alternatives such as "thrill sports," contact sports or the creative arts.

Farley and McNeely, a doctoral student in educational psychology, have already begun to expand their study to high school students in Wisconsin, and may include high school and college students in other Midwestern states.

"At this point, it's mainly a question of nailing down the possibility that there may be this prime personality characteristic among lethal drivers," Farley said. "Once that can be done, then people can begin looking for means to deal with those stimulation needs."

###

-- Steve Schumacher (608) 262-8289

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Release: **Immediately**

3/22/85

CONTACT: Frank Farley (608) 262-0834

A VOICE FOR THE SOCIAL SCIENCES

By **BILL KEENAN**
UIR Science Writer

MADISON--Although psychology, sociology and other behavioral sciences deal with increasingly important issues, as academic disciplines they are consistently shortchanged by Congress and federal funding agencies says a University of Wisconsin-Madison researcher.

Frank Farley, a professor of educational psychology, said in a recent interview that there is a traditionally low federal funding priority for behavioral sciences which is in part due to a negative public image fostered by pop psychology, Golden Fleece awards and media coverage of so-called paranormal events.

To counteract this image, Farley and other social scientists who are founders of the Federation of Behavioral, Psychological, and Cognitive Sciences have inaugurated a series of seminars called the Science and Public Policy Series. The purpose of the seminars, held in Washington, D.C., is to educate legislators on the contributions of the social sciences to society.

Farley, who chairs the monthly series, said the seminars touch on four primary areas: health, education, technology and human development. Each seminar tackles a specific issue and is presented by a leading authority.

The series' focus is on scientific psychology and research rather than on

therapy and practice, according to Farley. "We are trying to show legislators and taxpayers how this kind of research will improve life for the average American," he said.

To date, the seminars have examined topics as diverse as the effects of divorce on children, the use of animals in research and the narrowing achievement gap between whites and blacks. Upcoming seminars will focus on topics such as the brain and cognition and the role of computers in education.

The seminars have been well-received and "interest in the federation's activities is growing on Capitol Hill," Farley said.

The informal two-hour seminars draw congressmen, federal agency representatives and senior congressional staffers. Farley noted that congressional staffers and aides carry enormous influence as they do much of the research for members of Congress.

The seminars are taped, and edited transcripts are published. "That way we can reach other elected representatives, agency leaders and interested parties," Farley said.

Aside from demonstrating the importance of social science research, "the seminars can act as a clearing house for the latest information on health and related issues," he added. For example, one recent seminar showed how stress affects the immune system and may interfere with the body's resistance to disease.

Farley, who is known for his research on the drinking behavior of college students and other human behavior studies, noted that the federation also is involved in other activities. For instance, one of the federation's current goals is to bring together university researchers and funding administrators from federal agencies to discuss ways to reduce the red tape and paperwork that surround the funding process.

"We don't have a particular ax to grind as far as who gets the grant money. We're concerned with improving the ways by which proposals are reviewed and funding decisions made," said Farley.

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Release: Immediately

6/21/83

CONTACT: Frank Farley (608) 262-0834

COMPUTERS ARE TEACHERS OF FUTURE, PROFESSOR PREDICTS

MADISON--What do noisy rec rooms and quiet mountaintops have in common?

If Frank Farley's dreams become reality, both could be classrooms of the future.

Farley, a professor of educational psychology at University of Wisconsin-Madison, says the coming generation of "super computers" will make today's schools as obsolete as the Model T. "The schools of today are pretty much an anachronism," he said. "Fooling around with them may be like rearranging deck chairs on the Titanic.

"I have a dream that someday kids will be able to put computers in backpacks and take school to the mountains." Or, if a student excels in a noisy setting, Farley sees the school of the future as being tuned to the beat of raucous rock music in a home rec room. Computers, he says, will allow for individual learning choices.

Like many critics of the present educational system, Farley sees major problems with the lack of attention to needs of individual students. But instead of focusing his attention on teacher training and renewed emphasis on the three Rs, he is trying to solve a more basic mystery: the way students receive the messages that help them learn. The best way for students to receive these messages, he feels, may be through individualized computer instruction.

Farley's theories evolved from his research on the brain's arousal system, which determines how a person reacts to the senses of sight, sound, taste and touch. Using a variation of a polygraph test and what he calls a "two-flash threshold" (which measures the brain's response to flashes of light), Farley found pronounced individual differences in brain reactions to stimuli. Specifically, he found both high and low "arousability" types.

The low arousability person, he argues, represents the classic sensation seeker. Sensory stimulation provides a low level of arousal to the brain, causing this person to seek out a variety of strong stimuli. Farley said that while this student is often intelligent and highly creative, he may also be the bored class troublemaker, an underachiever in a controlled classroom setting.

In contrast, the high arousability individual is easily overpowered by sensory stimuli, and thus seeks to avoid them. Often quiet and withdrawn, this student operates most efficiently in a quiet, private situation, Farley said.

"The optimum stimulation level for both students is the intermediate level in which sensory stimulation is neither too low or too high," he explained. "But with the way things operate in today's classrooms, there is no way to meet this intermediate level for each type."

Farley's solution to the problem involves use of the super computers currently under development. These "thinking machines," although initially quite bulky, eventually will be reduced in size so students can use them, he predicted.

This "school" would be open 24 hours a day and be small enough to take to the student's choice of learning setting. The computer, Farley predicts, will be programmed to fit each student's biological makeup. Flashy visuals, music and inductive lessons would fit the low arousability student. Sensation avoiders could read and memorize in a slower, quieter format.

Add two--Farley

Even more important, Farley predicts, will be the computer's ability to monitor changes in the student's level of arousal during each lesson. "If the computer sensed the student was becoming overstimulated by, for example, a sex education lesson, the computer would automatically stop the lesson and switch to another subject," he said. "The computer could return to the sex education lesson at a later time and in a different format."

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--Joel McNair

5/21/81

Business Professor John R. Nevin, 3010 Dianne Drive, Middleton, has been appointed to the editorial boards of the Journal of Macromarketing and the Journal of Marketing.

- o -

Business Professor Stanley F. Biggs, 611 Hillcrest Drive, Verona, has been named to The Accounting Review editorial board.

- o -

Ursula M. Thomas, 1123 Pocahontas Drive, a professor of German, has been presented an award for "major contributions to the teaching of German in Wisconsin" from the state chapter of the American Association of Teachers of German. It was the first such award made by the organization.

- o -

Educational psychology Professor Frank H. Farley, 4222 Yuma Drive, has been named to a three-year term as secretary-treasurer and executive committee member of the newly-formed Federation of Behavioral, Psychological and Cognitive Sciences, an association made up of eight national organizations.

Farley, new vice president of the Midwestern Educational Research Association, also is co-editor of a new book, "Psychology and Education--The State of the Union," published by the National Society for the Study of Education and by McCutchan Press, San Francisco.

- o -

Mary Ann Roberton, 1244 Morrison Court, professor of physical education and dance, has been named president-elect of the Motor Development Academy of the American Alliance for Health, Physical Education, Recreation and Dance.

- o -

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4/3/81 mrs, jhs

UW-MADISON NEWS BRIEFS

FACULTY SENATE MEETS MONDAY

The UW-Madison Faculty Senate meets Monday (April 6) at 3:30 p.m. in Room B-10, Commerce Building.

Included on the Senate's agenda are Athletic Board and Library Committee annual reports; a Medical School recommendation to change the medical physics division of the department of radiology to the department of medical physics; and an Academic Planning Council report on a School of Allied Health proposal to change degree requirements for occupational therapy.

- o -

Arthur H. Robinson, 101 Burr Oak Lane, Mt. Horeb, an emeritus professor of geography, has been named by the International Cartographic Association to receive its Carl Mannerfelt Medal for service to the science of map making.

- o -

Metallurgical engineering Professor Max G. Lagally, 5110 Juneau Road, has been elected a Fellow of the American Physical Society.

- o -

(Frank H. Farley, 4222 Yuma Drive, a professor of educational psychology, has been elected a Fellow of the Canadian Psychological Association for contributions "to the advancement of the science or profession of psychology."

- o -

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

1/27/81 jhs

NINE PROFESSORS NAMED ADVANCEMENT OF SCIENCE FELLOWS

MADISON--Nine University of Wisconsin-Madison professors, including Chancellor Irving Shain, have been named fellows of the American Association for the Advancement of Science, the association has announced.

The faculty members represent seven academic departments and are among 453 fellows named during the group's annual meeting in Toronto. The honor is bestowed upon "a member whose efforts on behalf of the advancement of science or its applications are scientifically or socially distinguished."

Elected by the association's governing council were:

Shain, 130 N. Prospect Ave., a chemistry professor; John P. Walters, 37 Merlham Drive, chemistry; Howard E. Zimmerman, 1 Oconto Court, chemistry; Jack P. Hailman, 3205 Tally Ho Lane, zoology; Hans Ris, 5117 Minocqua Crescent, zoology; Joseph J. Hickey, 1520 Wood Lane, wildlife ecology; Kenneth A. Connors, 4438 Schneider Road, Route 1, Oregon, pharmacy; Frank H. Farley, 4222 Yuma Drive, educational psychology; and Arthur Kelman, 234 Carillon Drive, bacteriology and plant pathology.

Founded in 1848, the association is the nation's largest general scientific organization, with 130,000 members.

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

5/10/79 ns

UW-MADISON FACULTY NOTES

CUMMINGS TO HEAD NATIONAL MANAGEMENT ACADEMY

Business Professor Larry L. Cummings, 2622 Waunona Way, has been named president-elect of the National Academy of Management, an international organization formed to promote education, scholarship and research in the study of management.

An H. I. Romnes Faculty Fellow at UW-Madison, Cummings is director of the Center for the Study of Organization Performance. When he assumes the academy presidency he will lead a membership of almost 5,000 management scholars from the United States, Canada, Japan, Europe and several South American countries.

Cummings also was recently elected a 1979-80 Distinguished Scholar of Beta Gamma Sigma, the national scholastic honor society in business and administration.

Recognized generally as the leading scholarly honorary society in business in the United States, Beta Gamma Sigma was formed in 1913 by business schools from UW-Madison, the University of Illinois and the University of California.

A member of the Wisconsin faculty since 1968, Cummings received his doctorate from Indiana University.

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FARLEY TO LEAD EDUCATIONAL RESEARCH ASSOCIATION

Frank H. Farley, a professor of educational psychology at UW-Madison, has been named president-elect of the 14,000-member American Educational Research Association.

Farley, 4222 Yuma Drive, is the current president of the Division of Educational Psychology, American Psychological Association. He is the immediate past-president of the Wisconsin Educational Research Association.

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KUTLER, TUSHNET WIN ROCKEFELLER FELLOWSHIPS

Two UW-Madison professors have won Rockefeller Foundation fellowships in the humanities.

Stanley I. Kutler, professor of history, and Mark V. Tushnet, associate professor of law, were among 41 winners chosen from more than 1,100 applicants. The one-year grants average \$15,000.

Kutler will study political justice and the cold war while Tushnet's project is the NAACP's campaign against school segregation from 1929 to 1949.

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ENGINEERS PICK THEIR TOP 10 TEACHERS

Engineering students at UW-Madison have named their 10 best teachers for 1979.

Polygon Engineering Council, an organization of student engineering societies, listed "Outstanding Instructor Awards" for:

Marshall F. Finner, 2023 Mayflower Drive, Middleton, an agricultural engineering professor; Professor Wayne K. Neill, 214 Glenway St., chemical engineering; Lawrence A. Soltis, 5405 Larkspur Road, Middleton, a civil and environmental engineering professor; John D. Wiley, 1703 Norman Way, a professor of electrical and computer engineering; Professor A. L. Schlack Jr., 6005 Midwood Ave., engineering mechanics;

Robert A. Kennedy, 600 Hamilton, Stoughton, who teaches general engineering; Donald Hindle, Eagle Heights, a visiting professor from the World Health Organization office in Indonesia, who teaches industrial as well as civil and environmental engineering; Professor Glen E. Myers, 4733 Lafayette Drive, mechanical engineering; Carl R. Loper Jr., 4730 Lafayette Drive, a professor of metallurgical and mineral engineering; and Professor Gregory A. Moses, 4829 Sheboygan Ave., nuclear engineering.

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SEALTS EDITS VOLUME ON EMERSON'S 'NATURE'

Merton Sealts, Jr., 4006 Mandan Crescent, who is Henry A. Pochmann professor of English at UW-Madison, is the editor of "Emerson's 'Nature': Origin, Growth, Meaning," published by Southern Illinois University Press.

The book, in its second edition, includes a reprint of poet Ralph Waldo Emerson's first book, "Nature," essays on Emerson's works and extracts from passages which the poet used to write the book. The edition also contains copies of Emerson's lectures and correspondence and three recent essays on "The Composition of 'Nature.'"

The first edition of the book was co-edited by Sealts and the late Alfred Ferguson, who was a professor of English at the University of Massachusetts-Boston.

Sealts also is author of "Melville as Lecturer," "Melville's Reading" and "The Early Lives of Melville."

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MIURA EXPLORES ENGLISH WORDS BORROWED INTO JAPANESE

Professor Akira Miura, 3401 Crestwood Drive, is the author of a new book which explores English words that have been borrowed into the Japanese language over the past century.

The book, "English Loanwords in Japanese: A Selection," is being published by Charles E. Tuttle Co. in Rutland, Vt., and in Tokyo.

Miura teaches Japanese in the UW-Madison department of East Asian languages and literature.

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research news

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone (608) 262-3571

Release:

Immediately

3/17/78 kec

CONTACT: Frank Farley (608) 262-0834

OPPOSITES MAY ATTRACT BUT SIMILAR MATES HAVE BETTER SEX LIFE, STUDY INDICATES

MADISON--When "opposites attract," and then marry each other, they may run the risk of having a poor sex life, according to preliminary findings of a sex and personality study recently completed at the University of Wisconsin-Madison.

The study, conducted among married graduate students, found that spouses with similar personalities were more likely to have greater sexual satisfaction, especially the wife. Opposite personalities might actually lead to sexual dysfunction.

"What attracts a couple into marriage may be very different from what's important to their sex life and accompanying happiness when married," said sex researcher Prof. Frank H. Farley of the educational psychology department.

Farley and counseling and guidance doctoral student Sandra Davis began the study three years ago to compare personalities of the couples with their sexual habits and sexual satisfaction.

Their study was done in light of staggering divorce statistics. For example, in the decade between 1962-1972 the divorce rate doubled in the United States and the rate has accelerated even more since 1972.

"Why is the divorce rate climbing?" asked Farley. "When you consider the natural attraction between the sexes, the pleasure and comfort they can receive from each other, ^{you} must assume that something is wrong with either the institution of marriage or the way in which marriages are arranged. This study is only a beginning, and a small one at that, but it does investigate one of the major possible variables: personality."

The sex study cannot be applied to the public as a whole, according to Farley, but "the sampling is probably representative of married graduate students in major public universities throughout the United States, and they are interesting and significant respondents to the study in part because they represent one of the major leadership-achievement groups in the country."

Included in the survey was an 80-question personality inventory, a 32-question survey of the frequency of occurrence and degree of satisfaction of various sexual activities, and a section for personal history.

"We tested for three of the most important measurable personality dimensions: introversion-extroversion, neuroticism (anxiety), and psychoticism," said Farley. Persons strong in psychoticism may be described as aggressive, cold, cruel, and somewhat anti-social and bizarre.

"With the first two dimensions, there was a significant link between a woman's satisfaction and her personality similarity to her husband. On the other hand, the wife's personality on these two factors made no difference in the degree of sexual satisfaction experienced by her husband."

In the case of psychoticism, however, Farley says the roles were reversed. The husband's satisfaction was associated with his wife having a similar score on this personality dimension.

uw news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

7/28/77 mh

CONTACT: Prof. Frank Farley (608) 262-0834

SUPPORT FOR DEATH PENALTY FOUND IN SURVEY

MADISON--A substantial number of people in the United States criminal justice system support capital punishment, a recent University of Wisconsin-Madison survey shows.

Educational psychology (Prof. Frank H. Farley) and a group of his students found more than 40 per cent of the state and federal legislators in a national random sample indicated strong approval of capital punishment.

Lawyers followed legislators as the next highest group supporting the death penalty. Thirty-seven per cent of a sample chosen from the American Bar Association's listing of established lawyers strongly approved.

About one-third of parole board heads, prison administrators and wardens, and one-fourth of judges surveyed highly favored capital punishment. Only 13 per cent of law school deans were favorable, and none of the religious leaders approved.

"Across all job categories, there were high levels of uncertainty that capital punishment works to stop crime," Farley said. So where does the support for the death penalty come from? Some of it must be justified on moral grounds, Farley speculates.

Wardens showed considerable uncertainty about capital punishment. "Not only do they actually deal with prisoners, but they have to conduct the execution," Farley said.

Add one--death penalty

The study by the UW-Madison students found disapproval highest in the 20 to 29 age group and increasing with years of education. Questionnaires received from southern states showed the highest percentage of approval on a geographical basis.

Protestants were most likely to favor capital punishment, followed by Catholics, with only 10 per cent of the responses by Jews in favor. None of the atheists approved.

Across all job categories, the study determined those favoring capital punishment also believe the present criminal justice system is equitable and accurately assesses guilt or innocence. The favoring group would support capital punishment even if parole for life sentences were eliminated, and also believes the cost of life imprisonment to society justifies its use.

The students working with Farley were Adrian Foster (2501 W. Fairmount ave.), Milwaukee; Sue Cornwell, Moose Lake, Minn.; Lois Yearous (5709 Dixie lane), Madison; and Peter Rosene (7514 Hillcrest drive), Wauwatosa.

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UW news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

6/21/77 jk/jhs

CONTACT: Prof. Frank H. Farley (608) 262-0834

RESEARCHER SCORES LACK OF SEXUAL KNOWLEDGE AMONG THERAPISTS

MADISON--Sex therapy is a booming industry in the United States, but a researcher in human sexuality has questioned whether many therapists "have the knowledge they need" to do a good job.

The problem, said (Frank H. Farley) of University of Wisconsin-Madison, is that despite "an explosion" in the numbers of sex clinics and therapists, "they're far outstripping the research in the field." Worse yet, he said, the research effort itself is suffering from neglect.

"Every discipline needs a data base," Farley said, "and in many cases these people don't have the knowledge they need."

Some sex clinics and sex therapists are reputable, Farley said, but with more people willing to take their problems to sex therapists he is concerned there is also an increasing risk of unqualified practitioners moving into the field.

"Clinical psychologists, psychiatrists and other professionals don't concern me a great deal," he said. "But there are very few training programs, and it's the people jumping in who haven't been trained that worry me. Sex therapy is clearly an unregulated growth industry."

Farley, a professor in educational psychology at UW-Madison, complained that information is lacking and even a basic understanding is missing on the major issues of sexual behavior, including: satisfactory function and sexual dysfunction; the sources, prediction and control of sexual violence; the causes and use of extreme pornography, including child pornography; homosexuality; sexuality both among adolescents and the aged; and sex instruction in the schools.

"Unfortunately, however, one of the best sources of basic research in any field -- the universities -- seems to be turned off to research in human sexuality." In addition, while careful investigation in therapeutic and social settings can also help, "very little controlled study in therapeutic or social settings is being done."

Given what he sees as a lack of research in human sexuality, Farley argued that "even the best of sex therapy clinics in this country are operating on a slim basis of understanding."

The situation, he said, is "one of neglect by universities and research funding agencies" combined with "the proliferation of a therapeutic and media industry concerned with sex." The cure, he argued, is "a major research effort into human sexual behavior and its ramifications."

In Madison, there is one sexual counseling center (as opposed to the several non-professional "counseling clinics" found displayed next to the movie ads) and a number of psychiatrists and psychologists who practice some sex therapy.

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uw news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

3/8/77 emd

CONTACT: Jon Aaronson (608) 262-1745

GROUP THERAPY SESSIONS OFFERED ON STUDENT FEAR OF FAILURE

MADISON--Help is being offered to University of Wisconsin-Madison undergraduates who fear failure.

The University Counseling Center has announced two special therapy groups on "Feelings or Fears of Failure." Group members will face such problems as living up to parents' expectations, finding little satisfaction or importance in academic success, and worrying about post-college failure.

The idea for therapy groups was sparked by Prof. Frank Farley's recent research, which showed failure concern is one of the strongest fears among UW-Madison students.

The pilot program is the first conducted jointly by the Counseling Center and the University's psychiatry department.

The free sessions, which are divided between freshmen-sophomores and juniors-seniors, will begin the week of March 14. Interested persons should call Jon Aaronson at (608) 262-1745. A similar program for graduate students has already begun.

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UNIVERSITY OF WISCONSIN-MADISON

NEWS SERVICE

RE: PROMOTION

FARLEY, Frank H.

Ed. Psychology

Last Name First

Department

was promoted to Professor

by action of the Board of Regents in their meeting of 6 / 8 / 73.

Release:

Immediately

2/18/72

UIR SCIENCE WRITING DIVISION
University-Industry Research Program (608--263-2811/2876)

By THOMAS BURROUGHS
UW Science Writer

MADISON, Wis.--The silent majority may not speak out on political issues because its typically moderate members tend to feel they are pawns with little control over their destiny.

"Liberals and conservatives, however, are more committed to taking political action. This may be related to their belief that they control their own destiny," says University of Wisconsin-Madison psychologist Frank H. Farley.

Farley revealed this relationship between political orientation and belief in control in a study of 99 college students.

The students--primarily white, American, middle-class, and midwestern or eastern in origin--were given a standardized test to determine beliefs in life control. They rated themselves politically from conservative to liberal.

"The moderates showed a marked tendency to believe their lives were controlled from outside themselves, while liberals and conservatives tend to have the opposite belief," Farley explains. "This strongly suggests that political attitudes, if not party affiliation, may be related to a person's belief in how his life is controlled."

The results also suggest liberals and conservatives may resist outside attempts to influence convictions, while moderates may be more easily influenced by such outside forces as government action and propaganda.

Moderates may more readily accept events that, according to some segments of society, represent a shift of control from individual to external forces, Farley says. Current examples of this shift are urbanites' loss of identity, massive computerization and automation, and the seeming unresponsiveness of government to individual needs. He notes, however, that no direct evidence for this has yet been found.

The main factor working to establish beliefs about control is an individual's prior success in governing his life, Farley suggests.

"If an individual feels he has succeeded in running his life, he will probably continue to take action when he sees fit," he explains. "The person with little success in controlling his life, perhaps due to aggressive, domineering parents or some other factor, will likely be less motivated to act."

Though the results are fairly clear-cut, Farley cautions that this is only a relatively small study. Tests must be undertaken to study further the formation of convictions in terms of real political action and commitment before the results can be considered complete.

"In light of the new 18-year-old voting age and the young nature of the group tested, however," Farley adds, "the study may be relevant to current political persuasion efforts and electoral success."

Release:

Immediately

11/1/71

University-Industry Science Writing Program
263-2811, 263-2876

By Thomas Burroughs
UW Science Writer

MADISON, Wis.--If your nerves shatter when something goes bump in the night or if you fear being rejected by others, chances are good that you are a first-born or only child.

"People who are the first-born children in their families are more fearful than later-borns," says University of Wisconsin-Madison psychologist Frank H. Farley. "Birth order, rather than family size, is a major factor contributing to the development of fears."

Farley, with Indiana State University psychologist Wallace L. Mealiea, gave a standardized fear test to 148 college students, asking them to rate their fears on a scale from "none" to "very much." Test items included things such as parting from friends, taking tests, fear of worms, and being alone.

The scientists find that while only children and first-borns do not differ greatly from later-borns in general level of fear, they do express a greater number of extreme fears.

Of the 88 items on the test, only eight failed to arouse fear in either of the groups: loud voices, crossing streets, imaginary creatures, strangers, dirt, journeys by train, and being with a member of the opposite sex.

Of the remaining items, first-borns rated 66 of them more frequently as arousing very much fear than did later-borns, Farley notes.

Add one-Fears

"First-borns show the greatest difference in extreme fears in social and interpersonal situations such as being alone and parting from friends," Farley says. "These results seem to support other research indicating that first-borns are more anxious, more likely to conform to group pressures, and more dependent on others."

This information on fears may be useful to parents, teachers, psychologists, and counselors, he believes. If they know that first-borns and only children have more of these kinds of fears, counselors can pay special attention to such situations in an effort to reduce anxiety and allay fears.

No single reason for the difference in extreme fears can be pinpointed at this time, Farley notes. However, one factor may be that parents usually have greater expectations of first-borns and there is therefore greater pressure on the child to succeed.

Also, parents are usually over-anxious with their first child, and through inexperience may communicate more of their fears and anxieties to the child, he adds. With additional children, parents become more confident in child raising. Later-born children reflect this confidence.

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Release: Immediately

2/19/71 gmg

MADISON-(Dr. Frank H. Farley,) of the University of Wisconsin School of

Education, has been appointed to the program committee for the 1972 convention of the American Educational Research Association.

He has also been appointed director of the research training committee for the 1973 AERA convention.

Dr. Farley, an associate professor of educational psychology, is a principal investigator in the Wisconsin Research and Development Center for Cognitive Learning.

He received a Ph.D. in psychology from the University of London and joined the Madison campus faculty in 1966.

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Release: Immediately

2/2/71 jb/gmg

MADISON--The next regular meeting of the University of Wisconsin Board of Regents will be held in the main conference room, Chapman Hall, Milwaukee campus, at 9 a.m. Friday, Feb. 12.

- 0 -

MADISON--Prof. Frank H. Farley, of the University of Wisconsin School of Education in Madison, has been appointed director of the preliminary research training program for the American Educational Research Association for 1973.

Dr. Farley, an associate professor of educational psychology, is also a principal investigator in the Wisconsin Research and Development Center for Cognitive Learning. He directs a program of research on individual differences and motivational factors in human learning and memory.

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uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

7/18/69 ns

MADISON--Prof. Frank H. Farley of the University of Wisconsin Research

and Development Center for Cognitive Learning, and the department of educational psychology, has been invited to attend the 14th International Congress of Psychology in London, July 27-Aug. 2, to participate in two symposia. He will talk on individual differences in human perceptual-motor learning and retention, and on the subject of individual differences in human verbal learning and memory.

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uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

3/17/69 hb

MADISON--A University of Wisconsin professor has been appointed a consulting editor to the American Educational Research Journal, the principal research publication of the American Educational Research Association.

He is **Dr. Frank H. Farley**, an assistant professor in the department of educational psychology and a principal investigator in the Wisconsin Research and Development Center for Cognitive Learning.

Dr. Farley directs a program of research on individual differences and motivational factors in human learning and memory.

A Canadian, he came to the UW in 1966 from the University of London, where he received his Ph.D. in psychology.

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UNIVERSITY OF WISCONSIN

NEWS SERVICE

re: Travel

Farley, Frank H.
Last name First

is traveling to London

Educational Psychology
Department

during Summer '69

_____ as _____.

This was announced in a News Release dated 6/24/69.

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uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

10/24/68

UIR Science Writing Division (262-5984)

By MICHAEL WOODS

MADISON, Wis.—The popular belief that babies born during summer or autumn are more intelligent than babies born in winter or spring has little basis in fact, according to a University of Wisconsin psychologist.

Frank H. Farley, assistant professor of psychology at Wisconsin, used standard intelligence and personality tests on 230 persons to determine the relationship between season of birth, intelligence and emotional factors.

"The results clearly failed to show any difference in level of intelligence between summer-autumn and winter-spring births," Prof. Farley says.

Many parents try to plan conception of a child so that the mother carries it during the cool winter months, and the child is born in the summer. Some psychologists believed this planning would result in a child of higher intelligence than one carried during the summer and born in winter.

But Farley's study contradicts the theory.

He believes that if season of birth has anything to do with intelligence, it is only among severely subnormal persons.

Farley's study also found "no significant difference" in extraversion-introversion and emotionality in persons born in different seasons.

All subjects tested in the study were between 15 and 17 years old and came from similar family and socio-economic backgrounds. Of the 230 persons tested, 119 were born during summer or autumn and 111 were born during winter or spring.