

## **Gerald S. Blum - Professor Emeritus 1988**

Gerald S. Blum earned his Ph.D. from Stanford University in 1948. He came to the University of California, Santa Barbara, in 1968, after 20 years at the University of Michigan. His service to the department includes two periods as chair.

A merging of experimental and clinical interests has characterized Gerry's research throughout his career. In 1950, he published the Blacky Pictures, a projective test of personality dynamics, and in 1953 a book on *Psychoanalytic Theories of Personality*. In 1961, the publication of the book *A Model of the Mind* represented the culmination of his early research. This work anticipated, by some 25 years, computational models in which the constructs of activation and inhibition would be central. It integrated the insights of psychodynamic theory with findings in the experimental psychology of perception, memory, cognition, and motivation.

Gerry has made a significant advance in the methodology of personality research by pioneering the use of hypnosis as a research tool. Hypnotically influenced states of arousal and inhibition, carefully validated by physiological and phenomenological correlates, were used to investigate general issues in human information processing, including attention and perceptual illusions.

Gerry's honors include a fellowship to the Center for Advances Study in the Behavioral Sciences, Fellow status in the American Association for the Advancement of Science and the American Psychological Association, and a Diplomate in Experimental Hypnosis. Gerry Blum has been a major figure in American psychology for over 40 years and a major contributor to the advancement of psychology at UCSB.