IN MEMORIAM

BENJAMIN FRANKLIN HOLLAND
(1897-1973)

Dr. Benjamin Franklin Holland, Professor Emeritus of Educational Psychology and nationally recognized pioneer in audi-visual education, died January 14, 1973, in Austin, Texas, after a long and distinguished career at The University of Texas at Austin. He is survived by his wife, Gladys Mears Holland, his son, Benjamin Floyd Holland, and his grandson, Trey Holland, all of Austin.

Born April 9, 1897, in Keeter, Texas, son of Thomas A. and Elizabeth Jane Adams Holland, Ben Holland received the degree of Bachelor of Arts from Abilene Christian College in 1922, and entered The University of Texas as a graduate student in 1923. He received a master's degree in 1925 and in 1931, the doctoral degree in Educational Psychology. He witnessed, and had a substantial part in, the activities and development of the University for nearly half a century. The years 1925 and 1970 provide convenient comparative data. In the catalog of 1925 he was listed as a "tutor" in the Department of the Philosophy of Education in the School of Education, one of the eight faculty members of the department. The department at that time included Educational Psychology, which later became a separate department. Seven of the eight, including Holland, were in Educational Psychology. The student enrollment in the long session of the University in 1925 was just short of 5,000.

In contrast, in the year 1970-71 the Department of Educational Psychology of the now College of Education had a staff of 60, including 40 at the rank or Assistant Professor or above. The student enrollment in the University during that year was slightly higher than 39,000. The growth in buildings and equipment was little less than fantastic. Until his retirement in 1969, due to illness, Professor Holland was a part of the faculty active in the work of the University and contributing significantly to its development.

Dr. Holland's greatest contribution to the University was in the field of teaching, beginning with the course, "The Psychology of Learning Applied to Education." This course was concerned with "the phases of Psychology which throw light upon the learning process and furnish the rational basis
for methods of teaching." In connection with this course he and the late
Dr. O. B. Douglas developed the text, Fundamentals of Educational Psychology,
published by MacMillan in 1938. In later years he developed advanced courses.
One of these was "Automated Instruction," a section of the course entitled
"Learning and Motivation." The breadth of the area of his unique advanced
study and teaching is suggested by his course title, "Audio-visual Media in
Education, Including Educational Television." This course covered a wide
range, and the announcement of the course stated that "any number of sections
may be taken for credit." He also conducted a graduate seminar in audio-
visual education over a period of many years. In addition to his teaching,
he conducted many research studies in the learning problems of deaf and
blind children.

The memorial committee has been unable to ascertain exactly when Ben
Holland was first elected by his colleagues to be Secretary of the Faculty
in Education. Suffice it to say, that it first occurred sometime in the
1920's when we had a School of Education and before the College of Education
came into being. He was re-elected each year after that and served with
distinction as Secretary until his retirement from active teaching in 1969.

He directed 97 masters theses and served as reader for 24. He directed
two doctoral dissertations and served on eight committees. He published
approximately 50 books, monographs, and articles in a wide range of journals.
In addition to Fundamentals of Educational Psychology, he was the author of
Manual for Students of Visual Instruction (with Monroe Lamman, 1942) and
Audio Visual Materials and Devices (with Davidson and Hartsell), Rodgers Litho.,
1958. He was the producer of some 30 audio-visual aids and displays, includ-
ing a half dozen quality 16mm. silent films as well as two 16mm. sound films.
He was also instrumental in developing teaching machines, the predecessors
computer-assisted instruction.

Recognition of his off-campus services in education included receiving
an Award of Merit from Phi Delta Kappa, professional fraternity for men in
education, in which he also served as president and treasurer. In 1960,
Dr. Holland was the first recipient of the Texas Audio-Visual Education
Association (TEXAVED) Honor award for outstanding service in the field of
Audio-visual education. He was a member of Who's Who in American Education, National Education Association, Texas State Teacher's Association, the American Psychological Association, and the American Association of Higher Education.

Dr. Holland's contribution to community activity and the general welfare was unusual in its nature and its results. Members of the University faculty often assume positions of responsibility in the community, with service as a layman or as the specialist which their position in the University dictates. Holland, however, had a second profession distinct from that of university professor— that of a minister in the Church of Christ. In this capacity he accomplished results of immeasurable value in helping persons to meet the crises of life, to live happily and well, and to face the future with confidence.

The service of Holland in the ministry was of special significance to the deaf. He was a pioneer in preaching the Gospel to the deaf and began this work in 1933. Churches for the deaf now exist in many cities throughout the United States largely through Dr. Holland's encouragement and assistance. The appreciation of the deaf was shown impressively by the large number attendant at his funeral. In fact, they constituted so large and important a part of the service that the hymns and the words of the officiating minister were interpreted to them in sign language.

Stephen H. Spurr
President of
The University of Texas at Austin

Harold C. Bold
Secretary of
The General Faculty

This Resolution was prepared by a Special Committee consisting of Jackson B. Reid, chairman, Gordon V. Anderson and Herschel T. Manuel.
A LIST OF THE PUBLICATIONS OF
DR. BENJAMIN F. HOLLAND

1. M.A. Thesis: (University of Texas, 1925) "The Present Status of Adult Education in Texas."

2. "The Effect of Class Size on Scholastic Acquisition in Educational Psychology," School and Society, Vol. 27.

3. Ph.D. Thesis: (University of Texas, 1931) "The Effect of the Length and Structure of Sentences on the Silent Reading Process."


5. "The Silent Reading Habits of Blind Children," Teachers Forum (Blind), September, 1933.


10. Elementary Educational Psychology. (with O.B. Douglas), University Co-op, 1934.


19. Fun at School; A Primer for Latin-American Pupils. (with Gertrude McDaniel), Steck Company, Austin, Texas, 1940.

20. Teachers Manual to Accompany Fun at School. (with Gertrude McDaniel), Steck Company, Austin, Texas, 1940.


22. "The Use of Motion Pictures in Teaching College English," Educational Screen, December, 1941.


44. Using the 8 mm. Sound Camera in Recording the Performances of Student Teachers, Report No. 1, Personality, Teacher Education and Teaching Behavior Project, Personality Research Center, University of Texas, Austin, 1964.


47. "The Use of the 8 mm. Motion Picture Camera in Recording the Performance of Student Teachers," Research and Development Center for Teacher Education at The University of Texas at Austin, 1967.

Audio-Visual Aids and Displays

1. A Set of Lantern Slides for use with Fun at School, Visual Instruction Bureau, 1940.

2. "Recording Eye Movements in Reading, (400 feet, silent, 16 mm. film), 1940. (This film was awarded the Blue Ribbon in a statewide production contest)

3. "Controlling Eye Movements in Reading," (400 feet, silent, 16 mm. film), Department of Educational Psychology library, 1940.

4. "A Day at Nursery School," (400 feet, 16 mm. silent film), Department of Educational Psychology, 1941.

5. "Types of Elementary Teaching and Learning," (400 feet, 16 mm. silent film), 1941.

6. "Demonstrations of the Unit Method of Teaching in High School," (400 feet, 16 mm. silent film), 1940.

7. "Types of Primary Teaching and Learning," (400 feet, 16 mm. silent film), 1940.

8. "Student Life in the Co-operative Houses at The University of Texas," (800 feet, 16 mm. film), 1943.

9. "Student Activities in the School for the Blind," (800 feet 16 mm. film), 1944.

10. "Activities of Blind Children in Literary Work at The Texas School for the Blind," (400 feet, 16 mm. color film).


15. Tape Recording the Eby Lectures on Texas Education, and others, 1954.


18. Production of 2 x 2 slides for research reports by M. V. DeVault; for use in Mental Hygiene Project, 1958.

19. Production of two 16 mm. silent films depicting work with deaf in religious instruction and camping, 1958.


23. "Group Therapy Sessions at the Austin Cerebral Palsy Center," (8 mm. sound film), Fall, 1963.

24. "Student Teachers in the Classrooms of Highland Park Schools," (twenty-four 8 mm. sound films), Fall and Spring, 1964.

25. "Student Teachers in a College Classroom at the University," (eighteen 8 mm. sound films), Fall and Spring, 1964.


27. "Demonstrations of Various Types of Secondary Teaching," (20 minute, 8 mm., sound film), May, 1965.