



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

CHAPTER 2

EARLY HISTORY OF GUIDANCE AND COUNSELING

- Counseling emerged and developed as an American Product. Some claim that the American social environment, strongly influenced by the belief in the importance of the individual, was especially congenial to its development.
- 19th century **Industrial Revolution** happened.
 - ✓ Human changed.
 - ✓ Job profile changed.
- Consequences:
 - ✓ Job fields increased.
 - ✓ Many young people depressed.
 - ✓ Not enough preparation in terms of working skill.
- Early stages focus on :
 - ✓ Working exercise
 - ✓ Surfaced guidance awareness towards **'Overall Growth of Individual Awareness'**

Boston

- Beginning of vocational guidance.
- Boston is the **Cradle of Vocational Guidance**
- Books written:
 1. “Starting In Life”; Nathaniel C. Flower (1906)
 2. “What Can a Young Man Do”; Frank W. Rollins (1907)
- There were “Civic Service House” volunteers.
- The famous “**Frank Parsons**” :
 - ✓ Interested in school leavers youth.

1905 – 1906 :

- ✓ Parson established “**Bread Winner’s Institute**”
- ✓ Started to developed vocational guidance.
- ✓ Organized a few programmes in “**Choosing A Vacation**”

1908 :

- ✓ Established “Vocation Bureau of Boston”
 - ✓ Received support and donation from society.
 - ✓ The word “Bureau Director” was used for the first time (May 1908)
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- According to Parson, in order to choose a job wisely, one has to:
 - i. Understand his/ her own self
 - ii. Knowledge is needed in career
 - iii. The ability to think logically in job world.

 - Known as the “Father of Guidance”

New York City

- For public school children.
- Headed by High School Teachers Association (Eli W. Weaver)

Philadelphia

- In 1909, Pennsylvania approved the ‘ Labor Law for Women and Minor’
- Consumer’s League of Philadelphia organized Industrial Betterment Bureau
- Purpose:
 1. To report those who broke to the law.
 2. To provide guidance and relocation services to young people.

Cincinnati

- From philanthropic organization.
- In 1911, educational departments introduced vocational guidance service in public schools.



Chicago

- Received sponsorship from varieties of authorities.
- In 1911, Civic Club of Chicago conduct guidance activity actively.
- Chicago Association of Commerce – active in providing vocational guidance for male students.