

# Work and Organisational Psychology

Herco Fonteijn  
November, 2018

[h.fonteijn@maastrichtuniversity.nl](mailto:h.fonteijn@maastrichtuniversity.nl)



# What is Work and Organisational Psychology?

## Understanding human behaviour in the workplace

- **Work Psychology**
  - Job design, motivation, safety at work, work and health...
- **Personnel Psychology (HRM)**
  - Personnel selection, development and training, ...
- **Organisational Psychology**
  - Leadership, organisational culture, teamwork, organisational change, innovation, ...



Artificial intelligence  
(AI)

# Japanese company replaces office workers with artificial intelligence

Insurance firm Fukoku Mutual Life Insurance is making 34 employees redundant and replacing them with IBM's Watson Explorer AI



This article is 3 months old

38,921

Justin McCurry in Tokyo

Thursday 5 January 2017 09:57 GMT



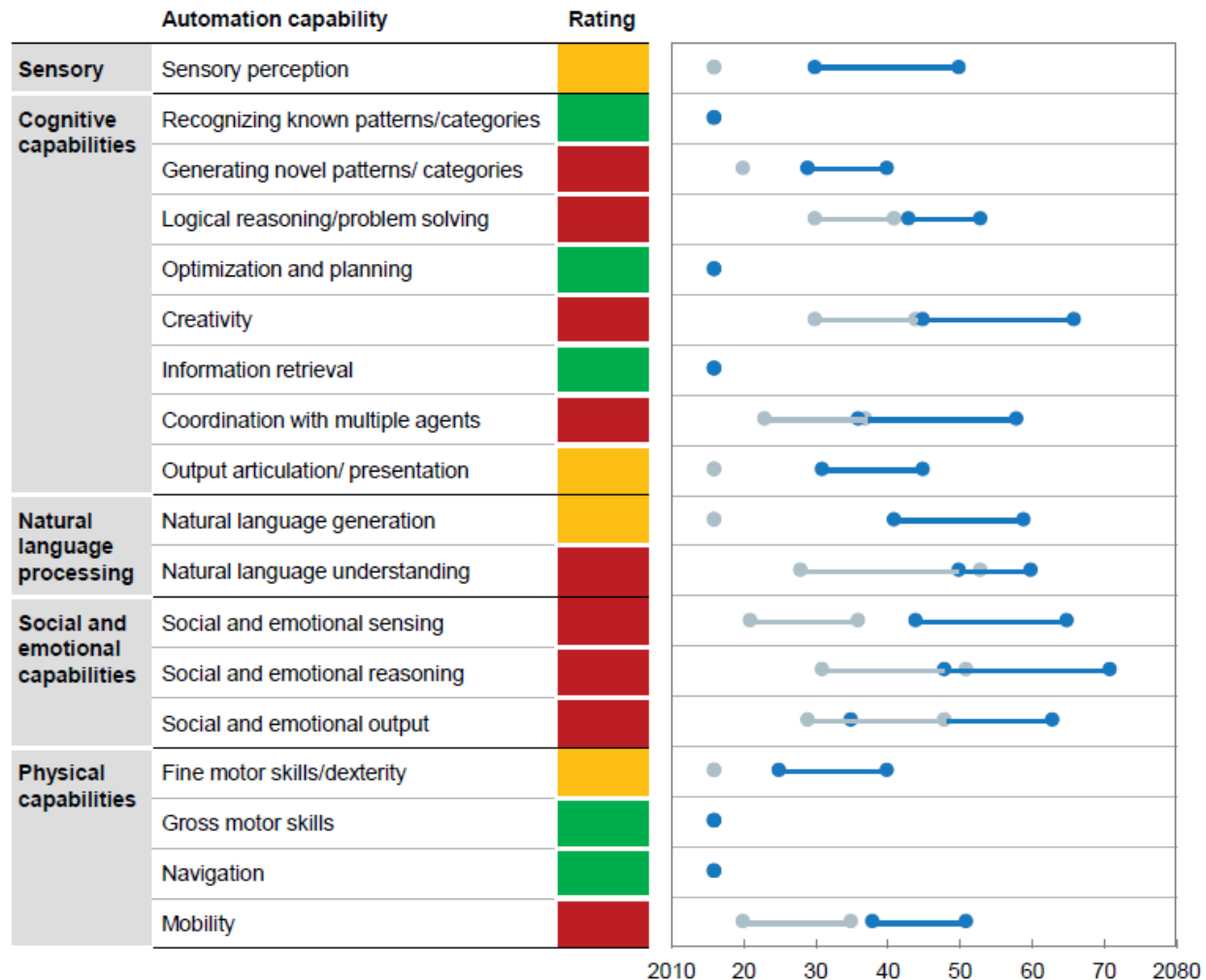
Fukoku Mutual Life Insurance believes it will increase productivity by 30% Photograph: Toru Hanai/REUTERS

A future in which human workers are replaced by machines is about to become a reality at an insurance firm in [Japan](#), where more than 30 employees are being laid off and replaced with an [artificial intelligence](#) system that can calculate payouts to policyholders.

Exhibit 16

Ranges of estimated time frames to reach the next level of performance for 18 human-related performance capabilities

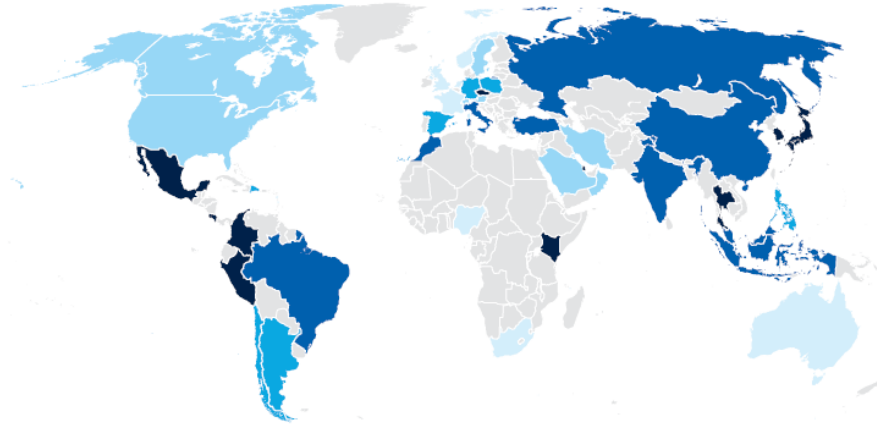
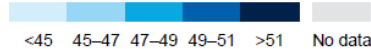
Rating ■ Below median ■ Median ■ Top quartile      Human performance ● Median ● Top quartile



SOURCE: McKinsey Global Institute analysis

**The technical automation potential of the global economy is significant, although there is some variation among countries**

Employee weighted overall % of activities that can be automated by adapting currently demonstrated technologies<sup>1</sup>



<sup>1</sup> Pakistan, Bangladesh, Vietnam, and Iran are largest countries by population not included.

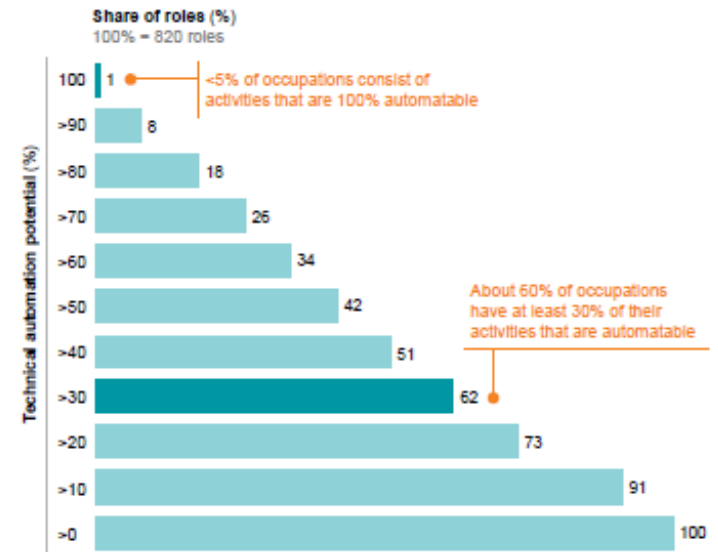
SOURCE: Oxford Economic Forecasts; Emsi database; US Bureau of Labor Statistics; McKinsey Global Institute analysis

**While few occupations are fully automatable, 60 percent of all occupations have at least 30 percent technically automatable activities**

Automation potential based on demonstrated technology of occupation titles in the United States (cumulative)<sup>1</sup>

**Example occupations**

Sewing machine operators, graders and sorters of agricultural products
Stock clerks, travel agents, watch repairers
Chemical technicians, nursing assistants, Web developers
Fashion designers, chief executives, statisticians
Psychiatrists, legislators



<sup>1</sup> We define automation potential according to the work activities that can be automated by adapting currently demonstrated technology.

SOURCE: US Bureau of Labor Statistics; McKinsey Global Institute analysis

McKinsey Global Institute (2017):  
Half of today's work activities automated between 2035-2075



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## 20 Fastest Growing Occupations

Feb. 5, 2014

Page 2 of 2

OCCUPATION, GROWTH RATE, 2012 MEDIAN PAY

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6 Comments



Personal care aides, 49 percent: \$19,910

Home health aides, 48 percent: \$20,820

Insulation Workers, Mechanical, 47 percent: \$39,170

Interpreters &amp; Translators, 46 percent: \$45,430

Diagnostic medical sonographers, 46 percent: \$65,860

Helpers--Brickmasons, blockmasons, stonemasons and tile and marble setters, 43 percent: \$28,220

Occupational therapy assistants, 43 percent: \$53,240

Genetic Counselors, 41 percent: \$56,800

Physical therapist assistants, 41 percent: \$52,160

Physical therapist aides, 40 percent: \$23,880

### HOT RIC

1



2



3



4

Wendy  
Texas

5



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## 20 Fastest Growing Occupations

Feb. 5, 2014

Page 2 of 2

OCCUPATION, GROWTH RATE, 2012 MEDIAN PAY

Industrial-organizational Psychologists, 53 percent: \$83,580

Personal care aides, 49 percent: \$19,910

Home health aides, 48 percent: \$20,820

Insulation Workers, Mechanical, 47 percent: \$39,170

Interpreters & Translators, 46 percent: \$45,430

Diagnostic medical sonographers, 46 percent: \$65,860

Helpers--Brickmasons, blockmasons, stonemasons and tile and marble setters, 43 percent: \$28,220

Occupational therapy assistants, 43 percent: \$53,240

Genetic Counselors, 41 percent: \$56,800

Physical therapist assistants, 41 percent: \$52,160

Physical therapist aides, 40 percent: \$23,880

Skincare specialists, 40 percent: \$28,640

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### HOT RIGHT

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Dort

# WOP at Maastricht University

- **One year Master in Maastricht**
- **Two-year International Joint Master of Research in Work and Organizational Psychology in Maastricht, Lueneburg and Valencia**



# Set-up of the one year master WO Psychology

- **1st. period (Sept – Oct)**
  - **Work Psychology 5 EC**
  - **Human Resources 5 EC**
- **2nd. period (Nov – Dec)**
  - **Organisation and cognition 5 EC**
  - **Human performance 5 EC**
- **3rd. period (Jan – July)**
  - **Professional skills 10 EC**
  - **Methods / research proposal 5 EC**
  - **Research project 17 EC**
  - **Master thesis 8 EC**



# Example problem **Work Psychology**

Imagine:

You have won the jackpot in the lottery (147 mln Euro). Which of the following options would you choose, and why?

- stop working
- look for a different job (what kind of job?)
- continue in my current job

# How unemployment warps your personality over time



By **Danielle Paquette** February 24  [Follow @dpaqreport](#)

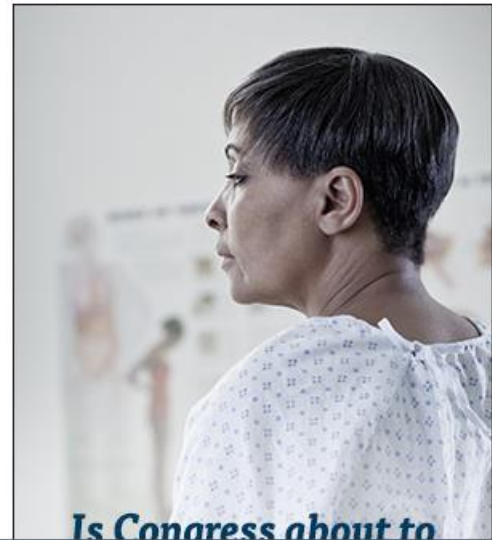


The mental effects of long-term unemployment could make you less confident on the job hunt. (AP Photo/Matt Rourke)

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# Topics from **Work Psychology**

Job and work design

Job attitudes

Organizational commitment

Work-life balance, recovery

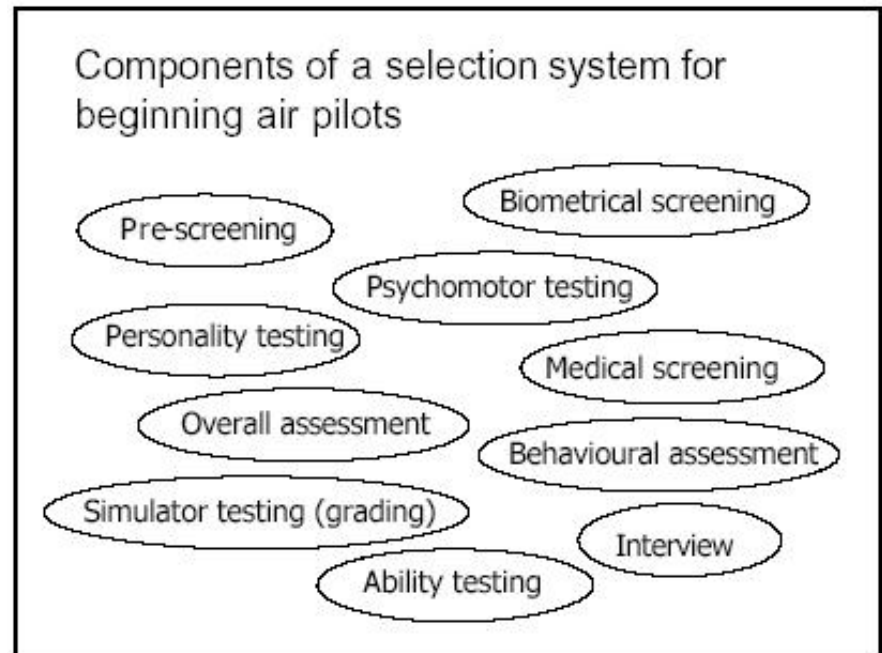
Occupational health, stress, sustainable work

Workplace technology

Task analysis

# Example: Human resources

What is the best way to sequence these components in designing a selection system for pilots?



# Topics Human resources

Recruitment

Selection

Training and development

Performance management

Career development

Talent management

**Practical:** What is it like being a work and organisational psychologist? (Structured job interviews)



INCLUSIVITEIT WERKT!

EXPERTISECENTRUM ▾

INCLUSIEVE ARBEIDSORGANISATIE ▾

METHODEN & INSTRUMENTEN ▾

KENNIS ▾

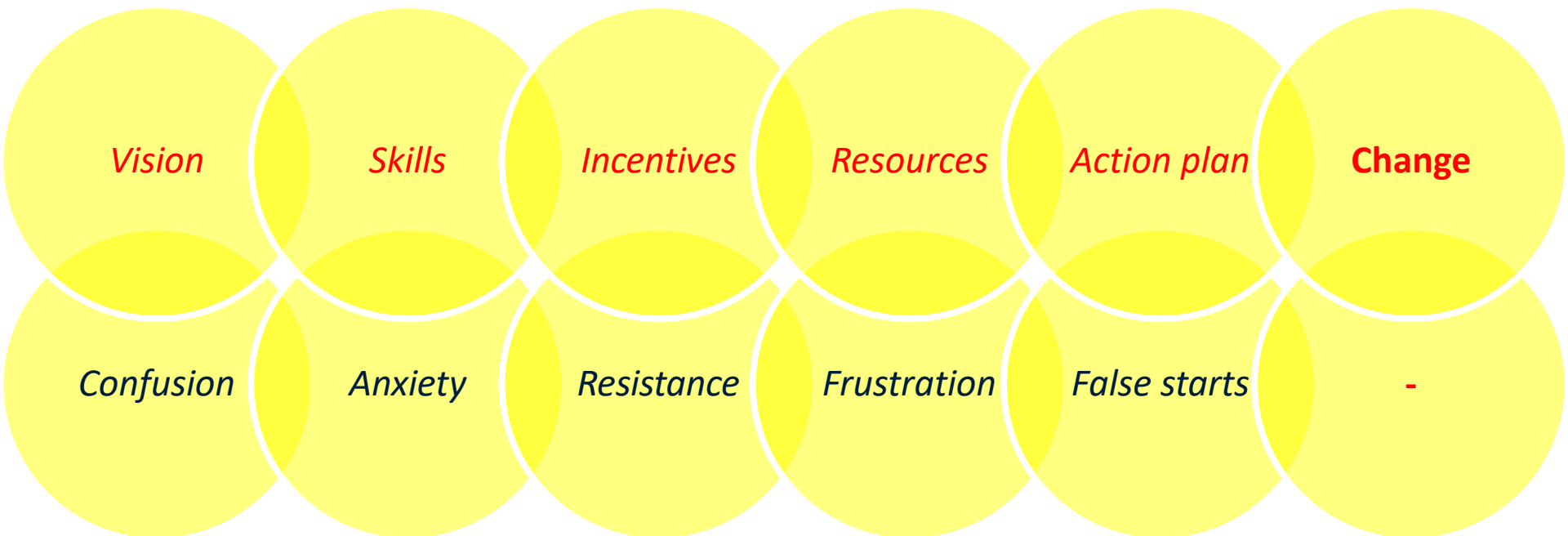
Hét expertisecentrum  
voor iedereen die  
duurzaam werk wil  
creëren voor mensen  
met een  
arbeidsbeperking

Onze werkzaamheden →

Voor mensen met lichamelijke, psychische of verstandelijke beperkingen en een lagere opleiding dan gemiddeld is het vaak moeilijk zelfstandig een baan te vinden en te behouden. En dat is immer, want ook



# Example: Organisation and Cognition





# Example: Organisation and Cognition

HBR.ORG

# Harvard Business Review



JUNE 2011  
REPRINT F1106D

**DEFEND YOUR RESEARCH**

## What Makes a Team Smarter? More Women

*by Anita Woolley and Thomas Malone*

# Topics Organisation and Cognition

Strategic decision making

Entrepreneurship

Leadership and power

Team performance

Conflict management and negotiation

Innovation and creativity

Organisational change, change management

Intercultural competence

Practical: negotiation

## Collaborating with students in Bandung to develop PBL materials and research/intervention proposal on humanitarian work psychology in Indonesia

- Poverty reduction
- Social entrepreneurship
- Capacity building
- Displacement/refugees
- Disaster management
- Fair pay
- Child labor
- Coping with stress in humanitarian work
- Corruption
- Gender mainstreaming
- ...



Connecting worlds: making virtual mobility work for the greater good  
Maastricht University

# Example from Human Performance

According to some managers, employees often disobey the rules that were set by the management to improve safety.

Asking employees about strictly following rules suggests that it keeps them from performing their work properly, within the given time and quality requirements.



23:55

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Heathrow

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Gatwick

All traffic

NATS



# Topics from Human Performance

Motivation

Goal setting and self efficacy

Skilled performance

Interruptions

Safety and risk perception

The ageing worker

Work  
Psychology /  
Human  
Resources

Organisation  
& Cognition /  
Human  
Performance

Professional  
Skills

Research  
project

Research  
Project

Period  
1

Period  
2

January  
–  
March

April –  
June

July-  
August

# Topics from Professional Skills





# Components of Research Project

- Writing research proposal (5 ECTS)
  - Practical Research methods
- Research project (17 ECTS)
- Master thesis (8 ECTS)

# Example topics **Research Project**

- Recovery from work
- Interruptions during work
- Personnel selection
- Individual differences in performance
- Inclusive organizations
- Job redesign
- Flexibility and adaptivity
- Workplace learning and expertise
- Creativity and innovation
- Team performance
- Negotiation
- Ethical leadership
- And many others ...

# Where can I work as a WO Psychologist?

- **Organisations**

- Recruit and select personnel
- Assess and develop talent and competencies
- Design and give training
- Coach employees
- Design leadership development programs
- Analyse and redesign jobs
- Set-up and conduct employee surveys
- Plan interventions to enhance motivation
- Facilitate organisational change projects
- ...

- **Universities**

# Where did our students start their careers?

Vodafone  
Deutsche Bahn AG  
TNO  
Sara Lee  
Unilever  
Deloitte  
DSM  
CapGemini  
Sogeti  
Deutsche Post DHL  
ABN Amro  
McKinsey  
Prezi  
NATS  
Beiersdorf  
Ferrero  
GITP  
Scheidegger  
National Aerospace Laboratory (NLR)  
Coaching & Training consultancies  
Higher education  
Entrepreneur  
...

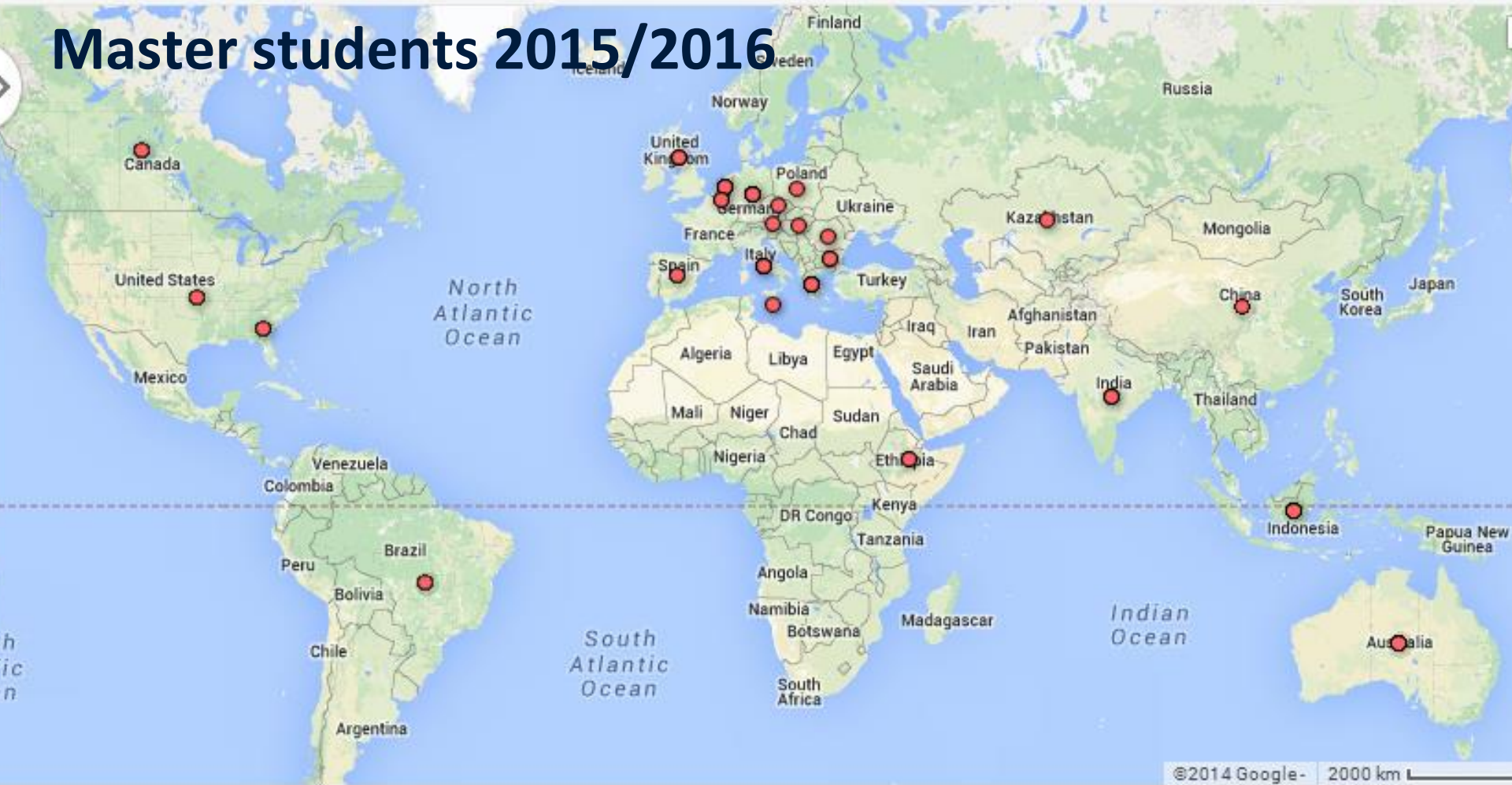
Alumni Survey 2015/2016

22 out of 23 employed within 3 months

Consultancy (40%)  
Business Services (20%)  
Education (10%)  
Research (10%)

(response rate 28%)

# Master students 2015/2016



exchange\_fall2014 - ....htm Cancelled      exchange\_fall2014 - ....htm      Show all downloads



**Double degree w/ University of Sevilla:**

**bachelor psychology @ UM**

**1 year in Sevilla**

**master W&O psychology**



**+**

**3 diplomas (BSc @ UM, MSC @ UM, MSc @ US)**



Home > Psychology and Neuroscience > Work and Organisatio.. > Double Degree Master..

## Double Degree Master's programme FPN - Seville

The Maastricht University Faculty of Psychology and Neuroscience offers FPN Bachelor's graduates the possibility to take part in a two-year Double Degree Master's programme in Work and Organisational Psychology (WOP) in collaboration with the University of Seville, Spain. Students will follow the one-year Master's WOP programme in Seville, prior to the one-year Master's WOP programme at FPN. After successful completion of both Master's programmes students will receive two official Master's WOP degrees, one from Seville and one from FPN.

- [Programme outline Year 1](#)
- [Programme outline Year 2](#)
- [Admission requirements and eligibility](#)
- [Selection procedure](#)
- [Finances](#)
- [More information?](#)
- [Questions?](#)

### Programme outline Year 1

Year 1 - Seville	ECTS (60)
<b>Bachelor in Psychology (18 ECTS)</b>	
Social and Community Interventions	6 - first semester
Psychology of Communication and Culture	6 - first semester
Educational Psychology	6 - second semester
<b>Master WOP (42 ECTS)</b>	
Placement	18 - first semester
Methodology for Intervention and Social Evaluation	6 - second semester
Decision Making: Economic Behaviour	6 - second semester
Negotiation and Labour Mediation	6 - second semester
Managerial Skills	6 - second semester



I now work as a cognitive psychologist at the training and human factors department >>



As HRM advisor I focus on advising management about staff affairs >>



**Double degree w/ Università degli Studi di Milano:  
master W&O psychology UM  
master in cognitive science and decision making**



**+**

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**2 diplomas (1 yr MSc @ UM, 2 yr MSc @ UNIMI)**



# the IJMRWOP



## International Joint Master of Research in Work and Organizational Psychology

- 2-year, full-time master's, taught in English
- combine educational and research strengths of three universities
- joint master's degree from: Maastricht University, Leuphana University, and University of Valencia

# IJMRWOP



- 2-year, full-time master's, taught in English
- combine educational and research strengths of three universities
- joint master's degree from: Maastricht University, Leuphana University, and University of Valencia
- starts in September, selective admission (maximum enrolment 30 new students each year)
- preparation for working in an international environment

# IJMRWOP – scientist innovator



- high quality research training focused on basic and applied research
- learn how to translate research in Work and Organizational Psychology to fit needs of external stakeholders
  - translating laboratory findings to large organisations
  - designing evidence-based interventions
  - valorisation and commercialisation of research outputs
  - communicating results to society
  - interfacing with entrepreneurs

Semester 1 Maastricht (M) - 30 EC	Semester 2 Lüneburg (L) - 30 EC	Semester 3 Valencia (V) - 30 EC	Semester 4 M/L/V - 30 EC
Introduction (2 EC)	Critical Reading: Writing a Research Proposal (10 EC)	Human Resources Psychology: Interventions and Practices (5 EC)	Research Project/ Master's Thesis (26 EC)
Work Psychology (5 EC)			
Human Resources (5 EC)	International Aspects of HRM (5 EC)	Interventions in Work Psychology: Work Design and Team Work (5 EC)	
Organisation and Cognition (5 EC)	Negotiations in international and intercultural contexts (5 EC)	Interventions in Organizational Psychology: Organizational Change and Development (5 EC)	
Human Performance (5 EC)	Research and Design (5 EC)	Intervention Methods in Occupational Health Evaluation (5 EC)	
Statistics and research methodology (8 EC)	Group Research Project (5 EC)	Advanced Research Skills (6 EC)	
		Preparing Research Project / Master's Thesis (4 EC)	

# Admission Requirements one-year master

Bachelor's degree		Remarks
Dutch University Bachelor Psychology	Admissible	
Non-Dutch University Bachelor Psychology	Check by Board of Admissions	
All other University Bachelors*	Check by Board of Admissions	
University of Applied Science (HBO)	Not admissible	The Faculty does not offer any pre-master programmes

*\* Additional requirements*

- *Courses in Statistics (min. 18 ECTS);*
- *Knowledge of Psychology (min. 4 courses);*
- *The Bachelor's degree must be substantially relevant to the Master's specialisation of your choice;*
- *You are requested to write a one-page motivation letter which specifies why you want to follow the master's programme of Psychology and the specialisation of your choice.*

*For more information visit the stand 'Application & Admission' at the information market*

# Admission Requirements IJMRWOP

- University Bachelor Psychology or equivalent
  - Courses in Methodology and Statistics (min. 30 ECTS)
  - Knowledge of Psychology (min. 70 ECTS)
  - English proficiency
  - CV, motivation letter, transcript of grades
- Please note that for this program, Studielink is expected to open in January. You can complete a form on our website, if you are interested

*For more information visit the stand  
'Application & Admission' at the information market*

# More information? Contact us



masterinfo-fpn@maastrichtuniversity.nl



maastrichtuniversity.nl/fpn/masters

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#UMMOD18 #ExplorePsychology



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**Thanks for your attention! Questions?**

**[h.fonteijn@maastrichtuniversity.nl](mailto:h.fonteijn@maastrichtuniversity.nl)**

