## Current Issues and Trends in Industrial and Organizational Psychology

For M.Phil Psychology
By Dr Najma Iqbal Malik

# Industrial and Organizational Psychology



- ➤ Industrial-organizational psychologists research and apply principles of psychology to the world of work.
- Their mission is to identify and apply techniques that benefit not only employers, but also employees. In general, the more efficient an organization is (be it a for-profit corporation, non-profit agency, or government entity)



## Where did industrial-organizational (I-O) psychology come from?

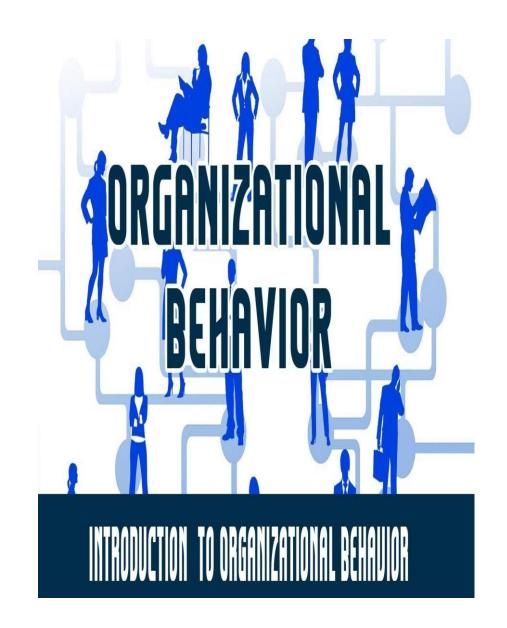
- □I-O is a relatively new area of specialization within the science of psychology.
- ☐ Many consider Harvard Professor Hugo Munsterberg to be one of the founders of I-O.
- ☐ He began applying psychological principles to the world of work in the early 1900s.
- □ For instance, Munsterberg developed a lab based simulation of the controls of trolley cars (he used psychological science to screen out trolley operator applicants to who were at high risk for accidents).



#### **During World War I**

\_(WWII) Yerkes, Walter
Bingham, and Walter Dill
Scott were called back by the
military to perform functions
similar to those they did
during the previous war
Organizational psychology
also proved its worth in the
war effort through work on
topics like organizational
dynamics and morale.

Fortunately, much of the work Yerkes and colleagues developed during WWII was continued through the establishment of several military research laboratories.



#### **Robert Yerkes**

- ☐ convinced the US government that psychologists could help with the war effort.
- ☐ Yerkes and a group of associates, worked on the selection and placement of US military personnel.
- As part of the project, Yerkes and his colleagues developed the Army Alpha and Army Beta mental ability tests, both of which were paper and pencil instruments.
- ☐ Both tests could be administered in group settings, which helped streamline the testing program. Efforts by the Yerkes group helped demonstrate the value of industrial psychology.

## **During World War II**

 As a result of the contributions psychology made during the war some private companies, like Standard Oil and General Electric, became interested in how they could benefit from I-O psychology. This work represents just a small piece of I-O history. For a more thorough account,

## Six Key Subject Areas

- ☐ Industrial-organizational psychologists work in one of six major subject areas:
- Training and Development: Professional in this area often determine what type of skills are necessary to perform specific jobs as well as develop and evaluate employee training programs.
- Employee Selection: This area involves developing employee selection assessments, such as screening tests to determine if job applicants are qualified for a particular position.
- **Ergonomics:** The field of ergonomics involves designing procedures and equipment designed to maximize performance and minimize injury.

#### **Performance Management:**

I-O psychologists who work in this area develop assessments and techniques to determine if employees are doing their jobs well.

#### **Work Life:**

This area focuses on improving employee satisfaction and maximizing the productivity of the workforce. I-O psychologists in this area might work to find ways to make jobs more rewarding or design programs that improve the quality of life in the workplace.

Organizational Development: I-O psychologists who work in this area help improve organizations, often through increasing profits, redesigning products, and improving the organizational structure.

# Trends in Industrial-Organizational Psychology

• As the field of industrial-organizational psychology nears 100 years of existence, it is interesting to think about its evolution in response to changing work environments. Thanks in large part to technological advances, trends in the modern workplace include increased globalization, virtual work, and technology-enabled platforms. These trends shape I-O research agendas.

### **1-Globalization**

## GLOBALIZATION



DAVIDE SUMMA 4° E I.T.C.G. E. FERMI TIVOLI Globalization is the process by which businesses or other organizations develop international influence or start operating on an international scale. Globalization may increase the importance of cross-cultural leadership that causes changes in organizational policies and practices.

Globalization has also enhanced the use of virtual workplaces. Virtual workplaces may well change both how I-O psychologists perform their daily duties and the scope of their projects.

## **2- Social Media**

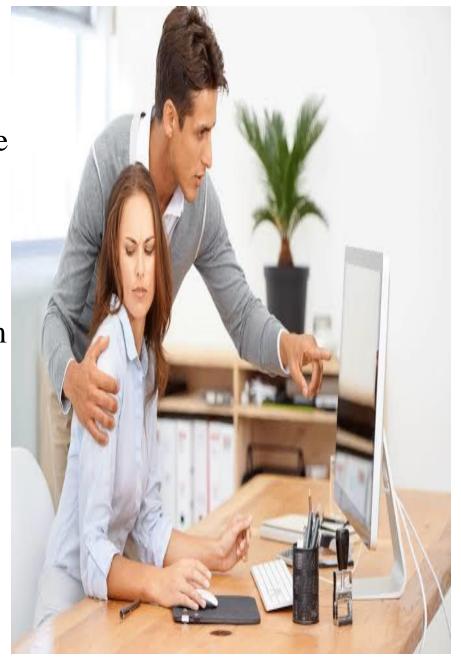


- Most organizations required applicants to apply online for employment nowadays. Social media is a big trend now a lot of companies now advertise job opportunities on these platforms.
- This gives organizations the chance to find the best talent on a global scale and can even schedule phone interviews, face-to-face interviews via Skype.

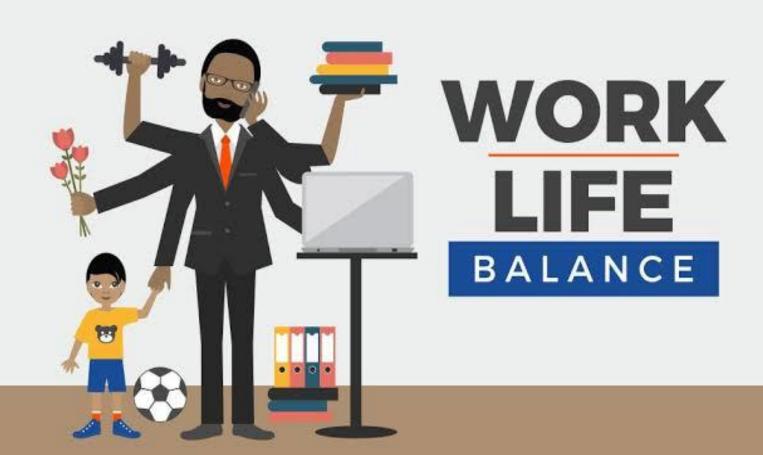
## 3- Sexual Harassment



The Society for Industrial and Organizational Psychology has identified sexual harassment in the workplace as the top trend at present. A majority of American women voters have experienced sexual harassment, and most of them experienced it at work. From an industrial-organizational psychology standpoint, organizations will need to look at their culture, policies and training and start to address the conditions that lead to workplace sexual harassment.



# 4-Work-Life Balance and Employee Health

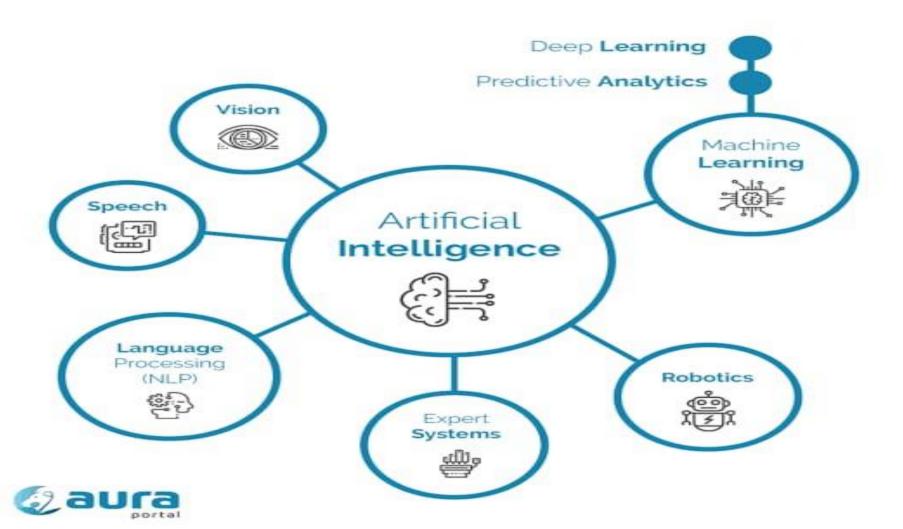


Unhealthy employees mean lower productivity, more time missed from work and possibly even more turnover. When an organization addresses work-life balance and employee health, it benefits both the employee and the workplace.

However, there may be privacy and other implications for workplace health and wellness programs that organizationalindustrial psychologists will examine.



# 5- Artificial Intelligence and Machine Learning in I-O



Growing use of artificial intelligence in the workplace could have drastic implications for how organizations and employees function. These technologies are introducing new ways to measure personality and behavior of employees. AI used to complete tasks traditionally completed by human beings.

• Beyond computers, organizations will also need to address the unique challenges of employees working alongside technology. It is possible that employees begin to view forms of AI as "coworkers." I-O psychologists can assist organizations in determining how to utilize AI and machine learning in legal, effective, and efficient ways. They can also help organizations understand human-machine interactions.

### 6- Organizational Innovation

• Innovation is the Implementation of a new **organizational** method in the firm's business practices, in the organization of its workplace or in its external relations, to improve the use of knowledge, workflows efficiency or quality of goods or services.

### Innovation

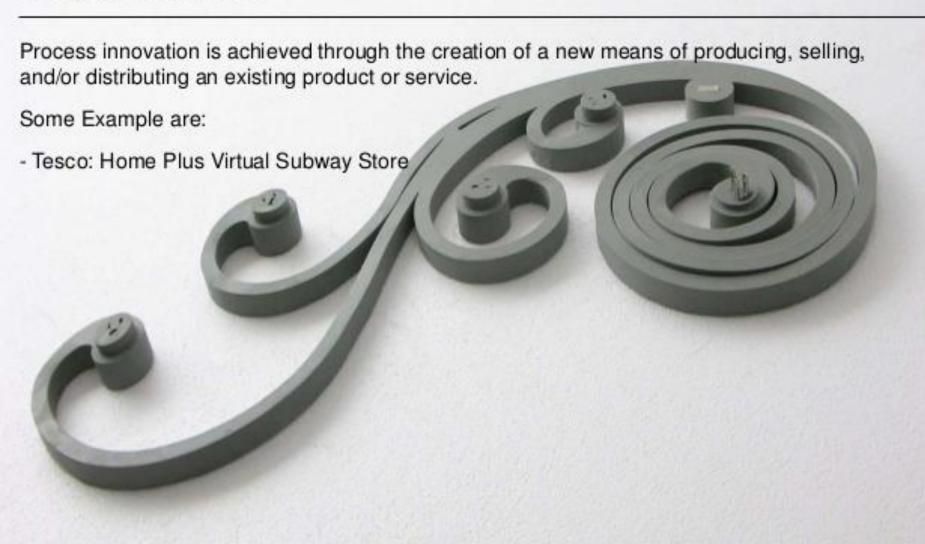
Innovation is simply the process of creating and implementing a new idea or ideas.

Three main types of innovation exist:

- 1. Process Innovation
- 2. Technical Innovation
- 3. Administrative Innovation



#### Process Innovation

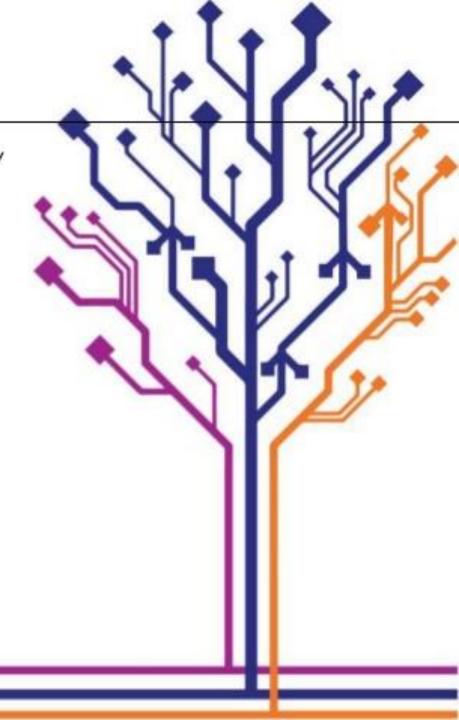


### Technical Innovation

Technical innovation is simply the creation of a new product or service.

Some examples:

- Google Glass



### Administrative Innovation

Administrative innovation is the creation of a new organization design which better supports the creation, production and delivery of services or products.



An example is:

- -S-OIL PARKING
- -VIRTUAL MEETINGS IN COMPANIES

### 7-Automation of Jobs and Tasks

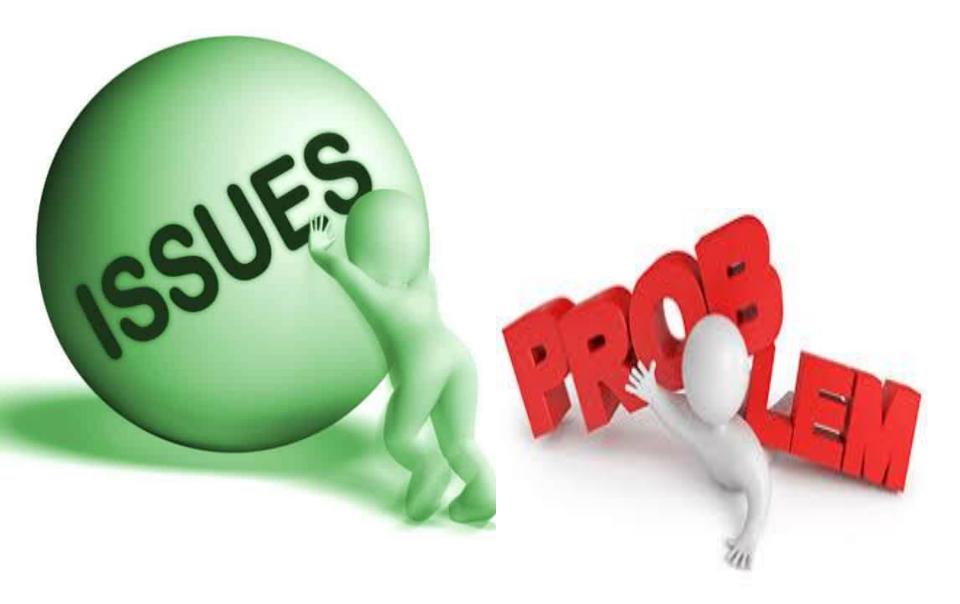


Automation refers to the process of automatically producing goods through the use of robots, control systems and other appliances with a minimal direct human operation. A growing number of jobs will be automated, and this is expected to lead to widespread disruption in the workplace.



### For example:

Amazon recently opened its first fully automated, employee-free store. New technology and innovations in the coming years may only increase the automation of tasks, which could have a profound impact on employees and organizations.



## Issues and problems faced by I/O psychologist

• Industrial/Organizational psychologists also have known as I/O psychologists whose work on a wide variety of issues in organization. Sometimes they called as Occupational psychologist, because these are the skilled and specialized people who apply theories of psychology in work industries.

## These are some problems addressed and faced by I/O psychologist:

- ☐ Organizational Development
- ☐ Consumer behavior
- ☐ Team behavior
- ☐ Performance measurement
- ☐ Making decisions

## 1. Organizational Development:



Everyone know that in this field work of psychologist is to apply theories and rules of psychology or understand the brain process of employee, when they started working and also analyze behavior of employee before and after the working hours. This will become helpful for psychologist to know that how effectively employees work in industry and what they want from organization.

- For this process psychologist first gathering data systematically then analyze that information and give feedback to that analyze and form a summary from end result, at last psychologist taking an action to drive a positive change which is necessary for the development of organization.
- For taking that type of actions psychologist must have abilities of right decision making and knowledge.

### 2. Consumer Behavior:



- For making a good relationship with customers psychologist must have the ability to study consumer behavior because all the times company want to know that what their customer or consumers think about their products and services and what should company has to produce for their customers.
- Customer's thoughts, perceptions, feelings and beliefs always influence the production and distribution of goods of any organization.

• For overcome that problem psychologist study different groups of peoples to know different customers perceptions related to their present and future product, then take an action that which product satisfy and make good relationship with our customers.

# 3. Team Behavior:



It's very difficult for psychologist to form a good team for an organization which boosts up the development and performance of business. A team may be contain different types of employees of vary regions, for maintaining good behavior of all employees in team psychologist formulate some team training program and implement that programs on employees for evaluating their effective team behavior.

## 4. Performance measurement:



- One of the important work and role of I/O psychologist in any organization is to maintain and measure the performance of organization and study that how performance level will be improved. For that I/O psychologist have to develop the employee status first then motivate the employees for achieve the selected level of performance by organization.
- Psychologists motivate employees through rewards, bonuses and other ways like transfer etc.

## 5. Making Decisions:



 Making a perfect decision sometime becomes a big and difficult task for any psychologist in business due to lack of employees or data related to problem or any other reason. There are some characteristics for making decisions, first establish different objectives then placed these objectives into proper form according to their importance, generate alternative actions against objectives and try to put right action on business objective.

• These are the steps generally followed in decision model which used for determine an optimal decision plan.



## I/O AS A PROFESSION

- **◆** Graduate degree NECESSARY
  - MA or Ph.D.
    - ◆M.A. required to get a Ph.D.
  - Typically Ph.D. takes 4-5 years to complete
- **◆** Content of graduate training
  - Basic psychology
  - Research methods
  - I/O core content
  - Thesis
  - Dissertation
  - Qualifying Exam
  - Internship, Practical experiences

# How to Earn A Master's Degree in INDUSTRIAL ORGANIZATIONAL PSYCHOLOGY

### **GETTING STARTED**

#### **PREREQUISITES**



Bachelor's Degree in Related Field



Prior Psychology Coursework



Minimum 3.0 GPA



Professional Resume

#### **AVERAGE PROGRAM LENGTH**



Master's 2-3 years, full time

### **GO FURTHER**

#### CONTINUED EDUCATION



PhD in Industrial Organizational Psychology



DBA in Industrial Organizational Psychology



# Career Options Are Available to An Industrial Psychologist

**Human Resources Organizational Development** 

(OD) Manager

Trainer

**Talent Management Specialist** 

**Behavior Analyst** 

Consultant

**Research Analyst** 

**Human Resources Practice Manager** 

### Use psychological research in the workplace

- -Help businesses hire qualified employees
- -Train and motivate the labor force
- Collaborate with the Human Resources
- -Provide a consultative role in the organization
- Assess employee job performance
- Improve organizational structure
- -Increase business efficiency

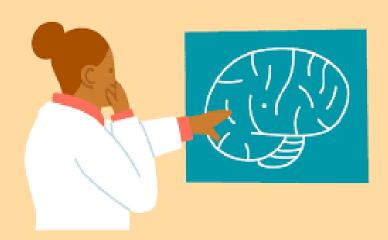
# Use psychological research in the workplace (continue)

- -Improve organizational structure
- Increase business efficiency
- Research consumer behavior
- Provide ergonomic consultation to maximize performance and improve comfort
- Enhance the quality of life for employers and employees

## The Highest Paying Psychology Careers



Psychiatrists



Neuropsychologists



**Industrial-Organizational Psychologists** 



**Clinical Psychologists** 

# Facts about I/O psychology

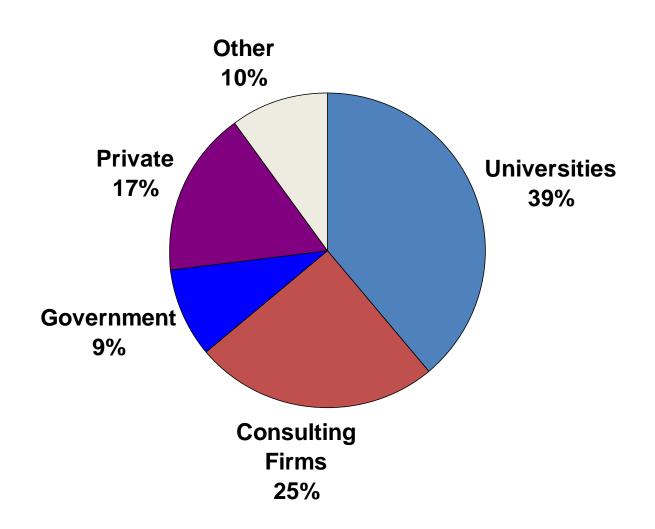
• SO13: Percentage of PhD psychologists who are I/O psychologists

4%

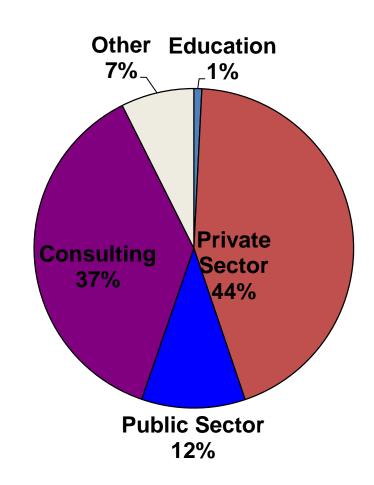
50% of APA's 96,000 psychologists are clinical, counseling and school psychologists

Thus, it's not surprising that people don't know about us

## I/O AS A PROFESSION



# M.S.C – Employment Settings



# Ph.D.'s – Employment Settings

