

To media representatives

PRESS RELEASE

Work psychology: videos sharing results applicable to everyday situations

Neuchâtel, 25 February 2014. Popularising results of research in occupational psychology that are applicable to everyday situations through short videos: this, in short, is the aim of the project launched this morning by Professor Marianne Schmid Mast, who holds the personnel psychology chair in the Faculty of Economics and Business at the University of Neuchâtel. The results of her studies, all previously published in scientific reviews, are also relevant for the general public. For example, they investigate how we can improve our performance when speaking in public, or how we can « how we can reduce the negative effects of gender stereotypes in job interviews ». The first video launched this morning provides a simple tip on how to perform better when speaking in public. Four more will follow in February and March.

With the Institute of Occupational and Organisational Psychology (IPTO), Marianne Schmid Mast and her team form part of one of the seven key study areas of the University of Neuchâtel (UniNE), namely social interactions. With the goal of making the results of their research available to a wider public, having been published already in scientific journals for a specialist audience, the professor and Ioana Latu, Dario Bombari, Denise Frauendorfer and Elena Canadas have decided to use video presentations to summarise their research and its main results. These talks, a new way of popularising research very fashionable in Anglo-Saxon countries, are an attempt to situate research in the context of everyday life.

Talks intended for researchers and the public at large

These videos are intended partly for researchers, who can quickly get an idea of the scientific problem being examined and the results obtained without reading the article. For the latter, the videos may serve as an introduction to studying the research article in more detail. International in their scope, these talks are given in English (French subtitles). They are accompanied by links to the full scientific article in question. However the videos are also targeted at a wider public. The aim is to communicate scientific results in an attractive and accessible format, laying emphasis on their applicability to everyday situations. This is one way for researchers of “paying back” the society that finances their research.

How to perform better when speaking in public

The first video launched this morning gives an account of research concerning the role of power in social stress. Professor Marianne Schmid Mast demonstrates that a sense of power reduces the fear of being assessed in a negative way. Thus, before speaking in public (a job interview for example), subjects are recommended to think of a situation in their lives where they have been in a position of power. This will make them less nervous and improve their performance. It's as easy as that !

The other talks will be released on 28 February and 3, 7 and 10 March.

On March 7th, the eve of International Women's Day, a video on reducing the effects of gender stereotypes in job interviews will be presented.

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