



Presidency in Applied Cognition

ISNM Professor appointed Division President of the International Association for Applied Psychology (IAAP)

Lübeck, 09.10.2006. Prof. Dr. Joachim Hasebrook, Academic Director and professor for Work Design at ISNM International School of New Media has been appointed President of Division 14, Applied Cognition, of the International Association for Applied Psychology (IAAP).

Hasebrook has now taken over one of the youngest divisions of IAAP. The scientific field of Applied Cognition integrates research methods and results from diverse fields such as Cognitive Psychology, Computational Cognition, and Neuroscience. Hasebrook will serve as a Division President from 2006 to 2010. Among his duties is the motivation and orchestration of the division contributions to the next International Congress of Applied Psychology (ICAP) conference to be held in Montreal in 2010. The former division president, Alan Lesgold from University of Pittsburg, will serve as a Division Secretary. In preparation of the conference, Hasebrook and Lesgold suggest to combine psychological and computational methods, notably clinical and work psychology, with cognitive modeling. This approach shall trigger to move applied cognitive research into new fields, such as Organizational Cognition and Evidence-based Management.

Hasebrook already organized a symposium combining cognitive and clinical psychology with economical management: A symposium on "Psychopathology of Organizations" was held at the Euroscience Open Forum 2004, the first pan-European science congress in Stockholm, in cooperation with Prof. Stefan Hofmann, Boston University. Hasebrook studied Psychology and Computer Science at the University of Marburg. He earned his Ph.D. about studies in E-learning, his second doctorate at the Technical University of Graz was in the field of Information Systems for Organizational Learning. His primary research interests include Computational Cognition, Competence Management, and the Social Web.

The IAAP is the oldest international association of psychologists. It was founded in 1920 as the International Association of Psychotechnology. The association aims to establish contact and communication among psychologists on an international scale. As a forum to this the

IAAP annually organizes the International Congress of Applied Psychology (ICAP). ICAP 1974 in Montreal was the first IAAP congress and ICAP 1999 in Kyoto the second congress to be held outside of Europe. ICAP now moves from continent to continent.

Currently, Hasebrook is professor at ISNM International School of New Media gGmbH. This affiliated institute of the University of Lübeck was founded in 2001. Core of the schools activities is the Master of Science in Digital Media, an internationally accredited four-semester master programme conducted entirely in English. Alongside, ISNM participates in numerous research projects in cooperation with local and global organisations. This combination provides a fruitful learning atmosphere for ISNM students and enables them to apply their theoretical knowledge practically.

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