

## Industrial Psychology

### Definition and Concept of Industrial Psychology

- Industrial psychology is the study of men at work as individuals and in groups and of the relationship between individuals and groups.
- Industrial psychology is concerned with the study of human behaviour in different aspects of industry and business e.g. production distribution and use of the goods and services of the civilization.
- Industrial psychology studies human behaviour in order to obtain information that can be applied to the very practical objectives of helping to resolve industrial problems.

## Industrial Psychology versus Personnel Management

- Both, Industrial psychology and Personnel management cover the entire process of management's dealing with men at work.
- However, industrial psychology differs from personnel Management in the sense that it emphasizes the scientific and research aspects of men at work and omits many of the routine administrative details.

## Aim and objectives of industrial Psychology.

1. To improve the situation on the job
2. To affect high morale and enthusiasm at work.
3. To restore the mental health of upset and confused individuals
4. To remove risks to health or threat to safety
5. To increase efficiency of people at work.
6. To increase productivity and hence the profit

## Scope of Industrial Psychology

- In Industry, psychology is applied:

1. To understand the culture-pattern of a working group or the commonly accepted attitudes and standards to which the individual must conform if he is to be accepted as a member.
2. In connection with human problems associated with aspects of human work, including
  - Employee selection and placement
  - Employee training and development
  - Attitude, Morale and Motivation
  - Supervision and evaluation
  - Measurement of various kinds of human ability.

3. To relate problem of organizations.
  - financial remuneration
  - working condition (environments)
  - Equipment design.
4. In connection with market research, sales and advertising
5. To organizational Behaviour
6. In connection with Programme Development (research) and individual evaluation (Consulting).
7. To find facts about existing method and the development of better methods, e.g. new interviewing method, different application blanks etc.