COMMUNITY PSYCHOLOGY COMPETENCIES AND NEEDS IN A GLOBAL PERSPECTIVE

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HOW CAN CP PROMOTE JUSTICE, FAIRNESS AND WELLBEING WHEN GLOBALIZATION

Has increased:environmental social and political problems, augmented the divides between natives and immigrants, women and men, young and old, poor and rich. employed and unemployed, political activists and disaffected citizens?

THESE COMPLEX PROBLEMS COULD THEORETICALLY BEST BE TACKLED WITH A CP PERSPECTIVE THAT

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EMERGING PARADOX: THESE MULTILEVEL PROBLEMS REQUIRE POLICY LEVEL INTERVENTIONS

• CP is however a marginal discipline in most countries and cuts in public fundings make it harder for CP to promote wide ranging system level interventions (Francescato & Zani 2013).

NEED TO INCREASE THE VISIBILITY OF EFFICACY OF CP BROAD SYSTEMS INTERVENTIONS

• Which foster more collective and individual well-being than those deriving from predominant neo-liberalistic, competition-oriented and consumerist values. We need to become more media oriented, using radio, TV and above all the Internet.



CP MAY NOW BE MORE EFFECTIVE CONCENTRATING ON THE FAIRLY NEGLECTED AREA OF ORGANIZATIONAL EMPOWERMENT

• European CP can give substantial contribution to foster wellbeing, justice and fairness in organizations, if we choose to focus on this level of change!!

SOME EVIDENCE OF THE ORGANIZATIONAL NEGLECT IN CP



• Most CP psychology textbooks do not have chapters on organizational development. Most CP graduate programs in various areas of the world do not offer courses or practical training in organizational empowerment. I argue that this widely shared neglect of organizational empowerment is a good example of globalization processes within CP.

WHY CP HAS NEGLECTED TO FOSTER ORGANIZATIONAL EMPOWERMENT?

- Hypothesis 1: A critical adoption of the USA CP model that focuses on promoting change at persons, settings and policy levels (Revenson et al., 2002)
- Hypothesis 2: Confusion between terms settings and organizations
- Hypothesis 3: Avoidance of competition-collaboration with industrial, work and organizational psychologists (perceived values dissonance?)

CONFUSION BETWEEN TERMS SETTINGS AND ORGANISATIONS

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• Behavior settings are physical locations that take on different meanings according to the actions taking place in them: a square is behavior setting which can nudge different behaviors in people who participate in a political event, a dance, a concert, or just walk in it. Organizations are created to reach strategic aims. The two terms should be differentiated, instead they have often been used as synonymous (Yoshikawa and Shinn (2002); Levine and Perkins 2005).

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THE TERMS WE USE ARE IMPORTANT BECAUSE THEY NUDGE US TO THINK OF DIFFERENT TYPES OF

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VARIABLES

From different disciplines resulting for instance in preference for ecological, urban planning, and environmental disciplines rather than economy, law, political science and work and organizational psychology.

AND TO MIX TOGETHER UNDER THE TERM SETTINGS:

• Interventions made in schools, gay bars and homes for the homeless, which are in fact specific organizations as well as those carried out in community coalitions, neighborhoods, social practices and covernmental policies, which are not sganizations. (Yoshikawa and Shinn, 2002).

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ORGANISATIONS ARE INDUSTRIAL AND WORK PSYCHOLOGISTS'TURF

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• Where industrial, work and organizations courses are taught, community psychologists have neglected to promote organizational empowerment, possibly to differentiate themselves from work and organizational psychologists.

USA CP HAS THEORIZED THE PROMOTION OF ORGANIZATIONA EMPOWERMENT BUT FEW INTERVENTIONS

• Zimmerman (2000) distinguishes between empowering organizations that provide opportunities for people to gain control over their lives and empowered organizations that successfully develop, influence policy decisions. But few organizational empowerment modalities have been developed in the USA (Levine and Perkins, 2005)

WHY CP SHOULD BECOME MORE INVOLVED IN PROMOTING EMPOWERING AND EMPOWERED ORGANIZATIONS

• Most of us live a large portion of our lives in them. An empowering and empowered organization can increase: personal wellbeing, augmenting workers and service recipients' knowledge of the various aspects of organizational functioning, and

involvement in decision-making

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WHY CP SHOULD BECOME MORE INVOLVED IN PROMOTING EMPOWERING AND EMPOWERED ORGANIZATIONS

• They can increase relational wellbeing, improving communication among different stakeholders, promoting bonding and bridging social capital and giving voice to marginalized and less powerful groups; and collective wellbeing, when all members of the organization become more aware of political, economic and social forces impinging on their organization.

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FORTUNATELY, GLOBALIZATION PROCESSES FOSTER ALSO CRITICISMS OF DOMINANT PERSPECTIVES

• Several European community psychologists dedicated much effort to developing participatory modalities to help organizations to become both empowering and empowered adopting a truly interdisciplinary approach, that integrates theoretical constructs and tools proposed by different disciplines (Francescato & Zani 2013; Stark 2012)

INTERDISCIPLINARY EFFORTS TO PROMOTE ORGANIZATIONAL EMPOWERMENT

Do not need, necessarily, to involve teams of experts of different fields, but to utilize the knowledge and methodologies produced in the various fields.

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TO CONDUCT A MULTIDIMENSIONAL PARTICIPATORY ORGANIZATIONAL ASSESSMENT OF STRENGTHS AND

PROBLEM AREAS

• To facilitate collaborative organizational strategic planning of goals and desired outcomes, one has to monitor the environment in which an organization is embedded using also perspectives and tools developed by economists, sociologists and political scientists. To improve organizational functioning, one can integrate concepts and tools from systems engineers and management experts.

TO INCREASE LEARNING, PROBLEM SOLVING, CONFLICT RESOLUTION AND PARTICIPATORY DECISION MAKING

• We can rely on theoretical constructs and methodologies developed by organizational and social psychologists and to understand the role of emotions in organizations we can profit from knowledge accumulated by clinical and cultural psychology (Francescato & Zani 2013)

WHY IS IMPORTANT THAT EUROPEAN CP FOCUSES ON EMPOWERING ORGANISATIONS NOW

- 1) To help profit and non profit organizations which are struggling to survive and have to face multiple internal and external obstacles
- 2) to provide new employment opportunities for young community psychologists who know how to use participatory multidimensional organizational analysis methodologies (Francescato, Tomai and Solimeno 2008)

AND ON EMPOWERING FAMILIES AND WOMEN ALSO ONLINE

• European CP is already dealing with gender issues (social asymmetry, violence and gender minority 's rights) but women's role in our society and the gender gap should become an issue of greater focus. (Arcidiacono 2012) Effects of online social networks on couples and intergenerational relations (online

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TOWARD A MULTICENTERED CP

While USA contributions remain important, CP has been enriched by liberation (Latin America) and Critical Psychology (Australia, New Zealand) It can become a powerful linking science (Stark 2012) if European CP develops the neglected level of organization and focus more on families and gender issues