



*IAAP is the oldest and largest international association of individual members and affiliate international associations. Promoting the science and practice of applied psychology and facilitating interaction and communication among applied psychologists around the world since 1920.*

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# INTERNATIONAL ASSOCIATION OF APPLIED PSYCHOLOGY

*Centennial Anniversary*

[www.iaapsy.org](http://www.iaapsy.org)



# 100 | CENTENNIAL CONGRESS

OF APPLIED PSYCHOLOGY



CANCÚN, MÉXICO  
2020

2020 / 13-17  
DECEMBER

"Celebrating 100 years of Applying  
Psychological Science  
to glocal realities"

[www.CCAP2020.com](http://www.CCAP2020.com)

## Examining the Past to Create a Better Future

For the Centennial Anniversary (1920-2020) of the International Association of Applied Psychology (IAAP), it is essential to reaffirm the importance of applied psychology for society and the world as a whole. In this booklet, we share some thoughts about the outlook of applied psychology, based on the historical developments of the discipline, and the possibilities for new developments in the future.

## The Origins of Applied Psychology

IAAP was officially founded in 1920 in Geneva, Switzerland as the first international academic society within the field of psychology. It was first called Association Internationale de Psychotechnique in French (International Psychotechnical Association). Just over thirty years later in 1953 at an IAAP Congress in Paris, the name was changed to the International Association of Applied Psychology in English.



*Edouard Claparède, 1<sup>st</sup> President and founder (1920)*

## What is Applied Psychology?

Starting with a broad definition, applied psychology is the use of psychological methods and findings based on results emerging from scientific psychology to solve concrete practical problems of human behavior. Several specialized areas in the general field of psychology have applied branches (e.g., Applied Social Psychology, Applied Cognitive Psychology, Engineering Psychology, etc.).

However, the lines between sub-branch specializations and major applied psychology categories are often blurred. To summarize this, we might borrow the perspective provided by Nugent (2013), when explaining that “a person studying applied psychology would likely be interested in putting theoretical concepts of psychology into practical use”.

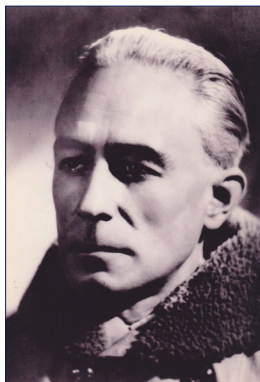
Today in the field of applied psychology the two perspectives presented by Frisby in the 1950s remain valid: some studies in applied psychology start from a real-life perspective and develop in the creation of a new theory dealing with that situation, whereas others begin with a basic theoretical approach to deal with a specific practical situation that needs to be improved.





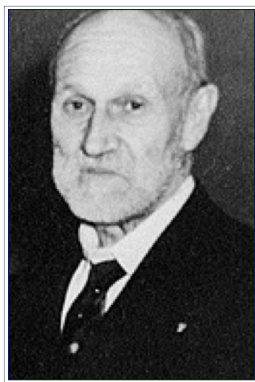
100 Years of IAAP Leadership

1



**Edouard Claparède**  
1920-1940  
*Switzerland*

2



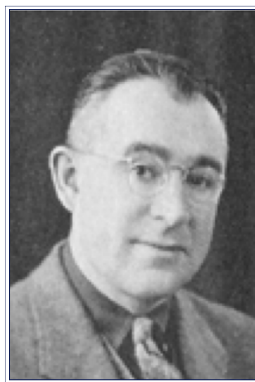
**Henri Piéron**  
1947-1953  
*France*

3



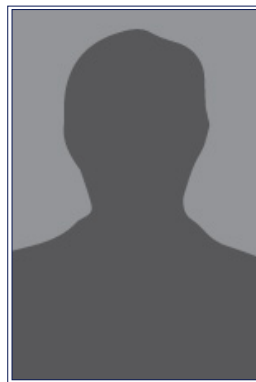
**Clifford B. Frisby**  
1953-1958  
*England*

4



**Morros S. Viteles**  
1958-1968  
*Russia / USA*

5



**Gunnar Westerlund**  
1968-1974  
*Sweden*

6



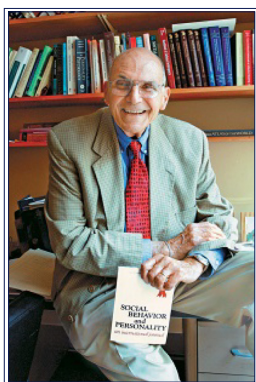
**Edwin A. Fleishman**  
1974-1982  
*United States of America*

7



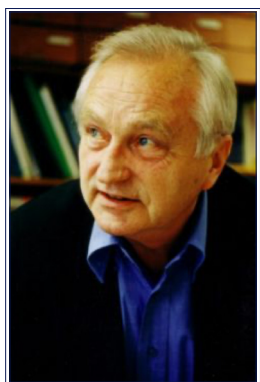
**Claude Lévy-Leboyer**  
1982-1990  
*France*

8



**Harry C. Triandis**  
1990-1994  
*United States of America*

9



**Bernhard Wilpert**  
1994-1998  
*Germany*

10



**Charles Spielberger**  
1998-2002  
*United States of America*

11



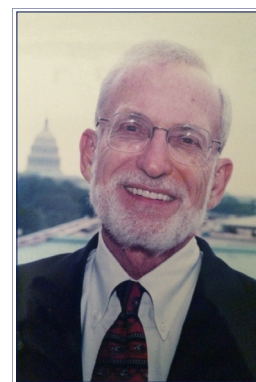
**Michael Frese**  
2002-2006  
*Germany / Singapore*

12



**Michael Knowles**  
2006-2010  
*Australia*

13



**Raymond D. Fowler**  
2010-2011  
*United States of America*

14



**Jose Maria Peiró**  
2011-2014  
*Spain*

15



**Janel Gauthier**  
2014-2018  
*Canada*

16



**Christine Roland-Lévy**  
2018-2022  
*France*

## International Congresses of Applied Psychology

<i>Geneva, Switzerland</i>	1920	<i>Bern, Switzerland</i>	1949	<i>Liège, Belgium</i>	1971	<i>Singapore</i>	2002
<i>Barcelona, Spain</i>	1921	<i>Göteborg, Sweden</i>	1951	<i>Montreal, Canada</i>	1974	<i>Athens, Greece</i>	2006
<i>Milan, Italy</i>	1922	<i>Paris, France</i>	1953	<i>Munich, Germany</i>	1978	<i>Melbourne, Australia</i>	2010
<i>Paris, France</i>	1927	<i>London, UK</i>	1955	<i>Edinburgh, UK</i>	1982	<i>Paris, France</i>	2014
<i>Utrecht, Holland</i>	1928	<i>Rome, Italy</i>	1958	<i>Jerusalem, Israel</i>	1986	<i>Montreal, Canada</i>	2018
<i>Barcelona, Spain</i>	1930	<i>Copenhagen, Denmark</i>	1961	<i>Kyoto, Japan</i>	1990	<i>Centennial Anniversary Congress</i>	
<i>Moscow, USSR</i>	1931	<i>Ljubljana, Yugoslavia</i>	1964	<i>Madrid, Spain</i>	1994	<i>Cancun, Mexico</i>	
<i>Prague, Czech.</i>	1934	<i>Amsterdam, Netherlands</i>	1968	<i>San Francisco, USA</i>	1998	<i>December 13-17, 2020</i>	
						<i>Beijing, China</i>	<b>2022</b>

### Meetings Around the World

 International Congress of Applied Psychology (ICAP)

 Regional Meetings

 Centennial Congress of Applied Psychology (CCAP)

 ICAP 2022, Beijing



1920  
1st President  
Edouard  
Claparède



1949  
IX ICAP,  
1st after WWII  
Bern, Switzerland

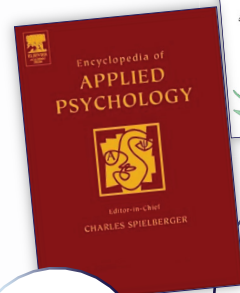


1953  
Adoption of  
the English name  
Paris, France



1976  
1st Division created:  
Organizational  
Psychology

1995  
1st Regional  
Congress in Asia  
Guangzhou, China



1996  
IAAP launches  
first website

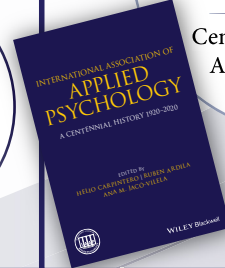
2002  
Publication of the  
Encyclopedia of  
Applied Psychology  
Charles  
Spielberger, Ed

2007  
1st Annual  
International  
Psychology Day  
at the UN  
New York



2020  
Publication of  
International Association  
of Applied Psychology:  
Centennial History 1920-2020

1st World Psychology Week  
Centennial Congress of  
Applied Psychology  
Cancun, Mexico



1920

1930

1940

1950

1960

1970

1980

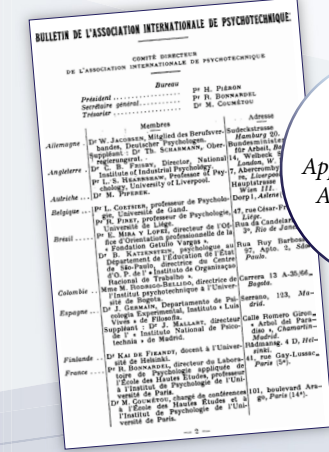
1990

2000

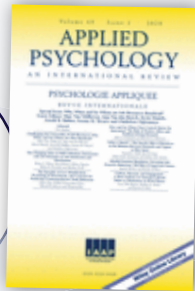
2010

2020

1920  
Founding of  
Association  
Internationale  
de Psychotechnique  
  
1st ICAP  
Geneva



1952  
Launch of  
Applied Psychology:  
An International  
Review



1974  
1st ICAP  
outside of Europe  
Montreal



1982  
First Woman  
President:  
Claude  
Lévy-Leboyer  
1982-1990

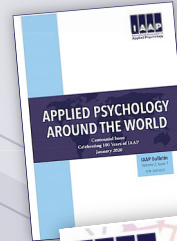
1997  
1st Regional  
Congress in  
Central America  
Mexico City



2005  
Recognition as an  
NGO, with active  
consultative status at  
the United Nations



2009  
Launch of  
Applied Psychology  
Health and  
Well-Being



2019  
Launch of  
Applied  
Psychology  
Around the  
World



# Future Challenges in Applied Psychology

Here are the six biggest challenges identified by IAAP members for the future of applied psychology.

**Evidence-based practice.** The importance of designing strategies and interventions based on empirical evidence, rather than anecdotal evidence or personal experiences is an important shared concern.

**Diversity and inclusion.** Many members are focusing on the promotion of more inclusive societies, and workplaces.

**Aging population.** The United Nations identifies this as one of the key global issues to be tackled as *“virtually every country in the world is experiencing growth in the number and proportion of older persons in their population.”* It is estimated that by 2050 one in six people in the world will be over 65 years old (UN website).



*Fanny M. Cheung (Hong Kong) receiving an IAAP award in 2014.*

**Socio-economic inequality.** Rising inequalities are mentioned by several members, followed by a call to action.

**Glocalization.** With globalization came many challenges, namely whether theoretical models and practical interventions are applicable across different cultures and contexts. The integration of both global and local considerations is needed to provide reliable and effective solutions to both communities and individuals.

**Digitalization and artificial intelligence.** By far the most discussed by IAAP's members, the challenges that emerge from living in a (no longer) sci-fi world, leave us with a number of questions. Is AI replacing or complementing human action? How can we use technology to remove barriers?



*Jose Maria Peiró presenting at the opening of ICAP XXVIII (Paris, 2014)*



## Applied Psychology for the Future We Want



*IAAP Board of Directors (2012)*

The International Association of Applied Psychology can be even more useful to society today, and more efficient in helping to solve practical societal concerns, which are often linked to the world of politics and policymaking. Thanks to applied psychology, we know that we can contribute to serving society and trying to better address the United Nations' Sustainable Development Goals (SDGs).

For this purpose, we need to make serious recommendations to governments and policymakers. If we want our recommendations to be taken seriously, we need to ensure that we present ambitious goals with realistic proposals backed by scientific data in order to solve some of the problems of humanity.

It is our goal in the new centennial to be proactive in working to improve the ever-changing world around us. To do this, we will need to showcase what we have done, what we are doing, and what we can do.

## The Need to Better Grasp Social Problems

IAAP is playing an important role in providing solutions to some of the world's problems.

IAAP contributes to improving the world by providing actionable solutions for a better future with less poverty, economic growth and decent work for all, reduced inequality, and tackling climate change by stimulating sustainable ecosystems. Moreover, IAAP is working towards gender equality and quality education for all in peaceful and inclusive societies with justice.

Stating these key areas, like a motto for IAAP, opens new directions for our future. These essential points will not only to strengthen applied psychology in the coming years but also to build a better world for all.



*Site visit for XXX International Congress of Applied Psychology, (Beijing, 2016)*

## What We Have Done. What We Can Do.

During the closing session of the 28th International Congress of Applied Psychology (*Paris, 2014*) 4,500 psychologists from 101 countries unanimously affirmed their support for the United Nations' Sustainable Development Goals for 2015-2030.

The declaration clearly demonstrated that IAAP would do anything possible to:

- end poverty everywhere
- promote economic growth and decent work for all
- reduce inequality
- tackle climate change
- promote sustainable ecosystems
- and to attain gender equality, quality education, and peaceful and inclusive societies and justice for all.

This declaration was important in part because when using the word "health" it contributed to adding both "physical and mental health and well-being".



## Gender equality and quality education

In agreement with the UN Women's group, which was established to accelerate progress on meeting women's needs worldwide, and the UN group dedicated to gender equality and the empowerment of women, we can contribute to reaching gender equality and quality education, along with peaceful and inclusive societies and justice for all. For this purpose, a series of Special Projects involving our 18 Divisions are actively developing innovative ideas that will need to be enacted as soon as possible.

## Peaceful and inclusive societies and justice for all

This is a dream. Nevertheless, we are looking for antidotes to fight against the dangerous influence of fundamentalism, which often radicalizes fragile youth. For this goal, we have created the **Prevention of Terrorism and Peace Building Task Force** involving all of our divisions, including Psychology and Law, Counseling Psychology, and Psychology and Societal Development. This task force has new applied perspectives on the topics of discrimination, prejudice, and diversity; its main role is to develop peace-building tactics.

## Climate change and sustainable ecosystems

Studies in applied psychology have already shown how to contribute to changing behaviors to reduce climate change and develop sustainable ecosystems. For this key topic, we have a Special Project, chaired by our division on Environmental Psychology, with the collaboration of our divisions on Traffic and Transportation Psychology and Political Psychology, to work together and offer new ideas and new proposals. Here, in particular, we need to work hand in hand with many others.



IAAP President Christine Roland-Lévy signs the proclamation at the International Summit on Psychology and Global Health, Lisbon (2019).