

Webinars



#amtues

THE PSYCHOLOGY OF INDUSTRY 4.0

Industry 4.0 or the Fourth Industrial revolution, is considered the future state for the world of work, in particular for asset reliant organisations. The term refers to the increasing digitisation of manufacturing such that simple computerised work and automation led by human hand evolves to machines learning to schedule their own maintenance and optimise supply chain and logistics.

Many reports, including an Oxford University study and a CEDA commissioned report suggest that 44% of the workforce is at risk of being replaced by computer. However, the recent CSIRO data61 digital megatrends report suggests these risks are overstated. They argue that automation will have its biggest impact at the task level rather than job level, meaning that jobs will change rather than disappear. They call out the inevitable need to reinvent work to respond to Industry 4.0 and increasing levels of digitisation and automation. But what does this really mean from a human perspective? What is the psychology of operating as a worker in a highly automated workplace?

Through a collaborative research project including Psychologists and Operational Technology experts Dr Meg Hooper and her team explored what it means to work in Industry 4.0.

They will share their research involving interviews with industry experts and workers in highly automated environments as they investigate the psychology of Industry 4.0 through the lens of two well known job design theories within the field of Organisational Psychology. They used both the "Job Demands Resources Theory" (where the Job demands and Job resources both influence the strain and motivation experienced by employees) and the Job Characteristics model (where the design of work leads to psychological states such as experienced meaningfulness, in turn leading to higher or lower performance, motivation and satisfaction). By doing so they sought to understand the impact of a highly automated future on the world of work from a truly human perspective.

This thought-leadership session will introduce participants to the psychology of job design in an Asset Management context and from an automated future perspective. Participants will learn both practical insights and job design theory through this session and leave with a toolkit to better understand the design of work, jobs and tasks as they move into a highly automated future.

Presented by:

Dr Meg Hooper, Director, **Carousel Consulting**



Dr Meg Hooper is a registered psychologist with a PhD in Organisational Psychology. Her work in asset reliant industries has led to a strong understanding of the role that culture and job design play in successful asset management outcomes. In particular, operational technology assets where their enterprise nature means the involvement of many parts of an organisation. Meg believes that humans will ultimately benefit from an automated future, as long as each organisation designs its work and culture with humans in mind.

Moderated by:

This webinar is brought to you by our **Women in Asset Management** special interest group



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Tuesday

6 October 2020

Time:

1pm AEDT

*take note of your own timezone

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