Baruch Ivcher School of Psychology at IDC Herzliya and the Department of Social Psychology at the University of Groningen are pleased to invite you to a meeting on the subject of:

"Social Psychology and Social Change"

Wednesday, June 3\textsuperscript{rd} 2015, at 6:15pm

The Weinrebe Auditorium (SL201), Radzyner-Sustainability building

IDC Campus, Kanfei Nesharim St., Herzliya

Over the past decades, researchers have made great strides in understanding the social psychology of social change. Psychologists around the world have begun delving into the processes that prevent or promote social change, from people’s positions, through their openness to change, to the processes that motivate people to partake in collective action to promote social change. What role should this insight play in actual social change processes? Can the accumulated psychological knowledge be used to promote or improve real-world social change processes? How can the divide between academia and organizations attempting to promote change on the ground be bridged? The departments of social psychology at the University of Groningen and IDC Herzliya are amongst the institutions currently leading socio-psychological research on group and intergroup processes. In light of these joint research interests, the two groups are beginning a tradition of biannual meetings—launched this year with a joint conference on Identity, Emotion and Intergroup Conflict. The upcoming evening, opens this year’s conference. In a panel discussion of leading researchers from both institutions, we will attempt to answer the above questions. A representative from a civil society organization will also join the discussion, contributing a view from the field.

Schedule:

18:30 Opening statements

\textbf{Prof. Eran Halperin}, Dean of Baruch Ivcher School of Psychology, IDC Herzliya

\textbf{Mr. Emiel de Bont} Deputy Ambassador of the Netherlands in Israel

18:40 Social psychologist panel: \textit{Psychological Insights for Social Change on the Ground}

Chair: \textbf{Dr. Michal Reifen Tagar}, IDC Herzliya

\textbf{Prof. Tom Postmes}, University of Groningen, the Netherlands

\textbf{Prof. Tamar Saguy}, IDC Herzliya

\textbf{Prof. Martijn van Zomeren}, University of Groningen, the Netherlands

\textbf{Prof. Gilad Hirschberger}, IDC Herzliya

Discussant: \textbf{Mike Prashker}, Senior Advisor for Strategic Partnerships, The Ted Arison Family foundation