Colloquium ACP

Guest: Divera Twisk, SWOV The Hague

Title: Colloquium: What has psychology to do with it? The contribution of psychology in understanding and preventing road risk.

Date: Tuesday 21th of April; 14:00-15:00, Room 5A41

Divera Twisk started her career in traffic safety in the Traffic Research Centre in Groningen, but later joined TNO to study the effects of prolonged exposure to low doses of organic solvents on the Central Nervous System. She returned to safety when she was offered a position at SWOV Institute for Road Safety Research, and for the last 20 years she worked in the field of novice drivers, accident analyses, training, human factors, Naturalistic driving and cycling, and cycling behaviour. She has collaborated and supervised many (inter)national studies on driver training (e.g. GADGET, DAN, PROMISING, CAST). She was the chair of the OECD working group on young driver safety and the editor of the OECD publication: Young drivers the road to safety (OECD-ECMT, 2006). In the last four years she has coordinated the bicycle studies at SWOV.

Education: Bsoc.sc. Psychology and Sociology, University of Keele United Kingdom; MA in Experimental Psychology / Human Factors, University of Groningen the Netherlands, PhD Maastricht University.

Colloquium ACP

Guests: Leoni van de Sande & Kimberly Duyvesteijn – Valsplat | user experts

Title: De gebruiker centraal in de digitale wereld

Date: Tuesday the 12th of May, 1A27, 14:00-15:00

Cross device, mobile first, smartwatch, Google Glass: de digitale wereld is constant in ontwikkeling. Belangrijk is én blijft dat de gebruiker en zijn behoeften centraal blijven staan tijdens het ontwikkelen en optimaliseren van digitale producten (lees: alles met een scherm en knopjes). Welkom in het boeiende werkveld van een User Experience (UX) Specialist.

Als UX Specialist werken we continu samen met klanten om hun digitale producten zo goed mogelijk aan te laten sluiten bij gebruikers. Hiervoor zetten we verschillende onderzoeksmethodes in en gebruiken we onze psychologische kennis om het digitale gedrag van gebruikers te verklaren en/of in kaart te brengen.

Tijdens onze presentatie nemen we een kijkje in de huidige ontwikkelingen en trends en laten we aan de hand van een aantal projecten zien wat de rol van UX Specialist precies inhoudt.
Guest: Rolf Zon - Dutch National Aerospace Laboratory (NLR)

Date: June 2\textsuperscript{nd}. 14:00-15:00 in 5A23

Rolf Zon graduated with an MA in Cognitive Psychology from Leiden University in the Netherlands. Prior to his employment in 1997 at the Dutch National Aerospace Laboratory (NLR), Rolf worked with his own consultancy company. At the NLR he works in the Training, Human Factors and Cockpit Operations department as senior R&D manager. Rolf was involved in several studies which have in common that all of them include a number of his research interests: eye tracking, human factors, (psycho-) physiological measures, data fusion, and (team) situational awareness. Further designing and running experiments is a recurrent theme in Rolf’s involvement in NLR projects. Also the design of serious games and research related to the assessment of passenger comfort are area’s that Rolf is focussing upon.