

UMS to host social

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psychology meet in June

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) will host the Seventh Biennial International Conference of Asian Association of Social Psychology (AASP) 2007 here in July this year.

It is being jointly organised by the Psychology and Social Health Research Unit, UMS, Asian Association of Social Psychology (AASP) and Malaysian Psychological Association (PSIMA).

Organising Chairman, Associate Prof. Dr. Rosnah Ismail, who is also a board member of AASP, said the conference at the UMS campus would be held over four days from July 25.

She said the conference's theme is on "Social Psychology: Global Issues and Challenges in a Changing World" and the objective is to promote psychological research and its application in Asia-Pacific and to serve as a forum for psychologists in the region.

"We are very pleased to be given the opportunity to act as a host for the 7th Biennial Conference of AASP as it will be a venue for exchange and challenging of ideas, perspectives, approaches and methodologies in social psychology.

"The theme of the conference provides an opportunity for participants to deepen their understanding about the contributions of Asian Social Psychology, its current status and its possible future directions," she

said at a press conference here on Wednesday.

Rosnah, who is also heads UMS' Psychology and Social Health Research, said the conference secretariat is presently drawing up the programme and arranging for about 415 oral presentations of conference papers and about 200 poster presentations.

Also present were past President of AASP, Prof. Susumu Yamaguchi from Tokyo University, Deputy Vice-Chancellor cum advisor for the main organising committee, Prof. Datuk Dr. Kamaruzaman Hj. Ampon and Innovation and Research Center Director cum adviser for the same committee, Prof. Dr. Ridwan A. Rahman, among others. *DE 29/3*

"This is also a first time for AASP to come to Malaysia, in particular Sabah, and this move coincidentally augurs well with the country's Visit Malaysia Year Campaign 2007. *M/S 6*

"The conference strives to promote active dialogues and debates among academics, researchers and social activists, who are at the cutting edge of discovery in this ever increasing acceptance by society on the importance of social-psychology vis-a-vis dynamic human growth," she said.

Rosnah said to date, more than 600 participants from 29 countries with 140 from Japan have confirmed their attendance for the 7th AASP Conference.