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| **Department** | | | Industrial & Organisational Psychology | |
| **Discipline** | | | Industrial Psychology | |
| **Research Focus Area** | | | Socio-analytic Methods | |
| **Supervision Team** | | | Prof M May  Prof HA Barnard  Ms E Ramasodi  Dr L Tonelli  Dr A van Niekerk | |
| **Total intake for 2024** | | | 8 (4 Masters and 4 PhDs) | |
| Industrial and Organisational Psychology Departmental link: [IOP Research Focus Areas](https://www.unisa.ac.za/sites/corporate/default/Colleges/Economic-and-Management-Sciences/Schools,-departments,-bureau,-centres-&-institutes/School-of-Management-Sciences/Department-of-Industrial-and-Organisational-Psychology/IOP-Research-Focus-Areas) | | | | |
| **Prof MS May**  **[[1]](#footnote-1)(Contact person for this focus area)**  Office: AJH3-77  Phone: +27124298209  [mayms@unisa.ac.za](mailto:mayms@unisa.ac.za)  <https://orcid.org/0000-0003-3533-4898> | **Academic Profile**  Michelle S. May is a full professor in Industrial & Organisational Psychology. Michelle has extensive qualitative research experience on various topics. She has supervised several postgraduate research projects using different meta-theoretical paradigms in qualitative studies in various Psychology disciplines. | | | **Capacity**  Up to 2 Doctorates |
| **Prof HA Barnard**  Office: AJH3-80  Phone: +27124294217  [barnaha@unisa.ac.za](mailto:barnaha@unisa.ac.za)  <https://orcid.org/0000-0003-0371-9486> | **Academic Profile**  Antoni Barnard is a full professor in Industrial & Organisational Psychology lecturing Psychological Assessment on postgraduate level. Antoni has published and supervised several qualitative postgraduate research projects in this and other fields related to Industrial Psychology. | | | **Capacity**  Up to 1 Doctorate |
| **Ms E Ramasodi**  Office: AJH3-114  Phone: +27124298033  [eramass1@unisa.ac.za](mailto:eramass1@unisa.ac.za)  <http://orcid.org/0000-0002-7313-4910> | **Academic Profile**  Elsie Ramasodi is alecturer in Industrial & Organisational Psychology. She has published nationally using quantitative methods researching well-being of women in organisations. Currently she is working on projects about the well-being of women using qualitative methods, including socio-analytic methods. | | | **Capacity**  1 Master’s |
| **Dr L Tonelli**  Office: NSR 3-108  Phone: +27124298228  [leyl@unisa.ac.za](mailto:leyl@unisa.ac.za)  <https://orcid.org/0000-0002-6092-6740> | **Academic Profile**  Louise Tonelli is a lecturer in the Department of Industrial and Organisational Psychology. Within the field of Industrial and Organisational Psychology she has published and presented at several conferences both nationally and internationally. She has published chapters in books specifically focusing on shame as a health resource in cultural contexts and, transforming shame through practical applications in a South African context. Louise is experienced in using the systems psychodynamic approach in research. Qualitative research methods of particular interest to her are Interactive Qualitative Analysis (IQA) and Listening Posts (LP). | | | **Capacity**  1 Master’s |
| **Dr A Van Niekerk**  Office: AJH3-105  Phone: +27124298231 [vnieka2@unisa.ac.za](mailto:vnieka2@unisa.ac.za)  <https://orcid.org/0000-0002-6821-5708> | **Academic Profile**  Annelize is a senior lecturer in Industrial & Organisational Psychology. Annelize lectures on postgraduate level and supervises qualitative postgraduate research projects on masters and doctoral level. Annelize has experience in organisational development and change approaches, organisational development interventions, leadership, personnel psychology, integrity and organisational risk management. | | | **Capacity**  Up to 2 Master’s  Up to 1 Doctorate |
| **Model of supervision** | Students will be allocated to a supervisor but will be required to work independently within the requirements of higher degree studies. Additionally, students will be guided through online tutoring regarding:   1. Research methodology 2. Doing a literature review 3. How to write a research proposal 4. Ethics in research 5. APA 7th edition Referencing   As part of the qualification, students will be expected to write and present a full research proposal to a panel of academics for approval, and obtain ethics clearance from the institutional ethics committee, before continuing with the actual research project. | | | |
| **Application procedure** | Apply for a space in this focus area using the **formal UNISA online application procedure** outlined on <https://www.unisa.ac.za/sites/corporate/default>.  Remember you must first apply for a **student number**. | | | |
| **Selection criteria: Master’s/Doctorate** | Refer to the UNISA application website for general M&D qualification admission criteria. In addition to the admission criteria contained in the *my*Choice brochure, applicants are required to prepare:  **Masters students:**  a three-page research outline describing the following:   1. A proposed topic 2. A brief review of relevant literature 3. Motivation for a quantitative or qualitative choice of study 4. Access to the research context 5. List of references (use APA 7 referencing guidelines)   **Doctorate students:**  a five-page research outline describing the following:   1. A proposed topic 2. A brief review of relevant literature 3. Motivation for a quantitative or qualitative choice of study    1. Research participants: Population and sampling strategy    2. Measuring instruments    3. Research procedure    4. Data analysis 4. Envisaged contribution of the study 5. Access to the research context 6. List of references (use APA 7 referencing guidelines)   🖝 To prepare your research outline as required above, **GO TO** the IO Psychology departmental website to **download a research outline guide**:     * **Masters students**: [Apply: Department of IO Psychology/Masters-degrees](https://www.unisa.ac.za/sites/corporate/default/Colleges/Economic-and-Management-Sciences/Schools,-departments,-bureau,-centres-&-institutes/School-of-Management-Sciences/Department-of-Industrial-and-Organisational-Psychology/Masters-degrees) * **Doctorate students:** [Apply: Department of IO Psychology/Doctoral-degrees](https://www.unisa.ac.za/sites/corporate/default/Colleges/Economic-and-Management-Sciences/Schools,-departments,-bureau,-centres-&-institutes/School-of-Management-Sciences/Department-of-Industrial-and-Organisational-Psychology/Doctoral-degrees)   🖝 On the front page indicate the relevant Research Focus Area (RFA) that you are applying for. It must be clear **HOW** your proposed study aligns with the topic and methodological focus of this RFA. | | | |
| **Selection procedure** | Apply for a space in this focus area using the online application procedure outlined on http://www.unisa.ac.za.  As part of the selection process and in addition to academic requirements, the following criteria will be applied to assess the 3-page (MCom) or 5-page (PhD) research outline:   1. **Relevance to the Research focus area.** 2. **Academic merit of the research topic**: Quality in terms of originality and impact of the topic’s reach and significance toward adults in the African/South African-located work context. Applicants must justify the research problem (in practice and in terms of existing research gaps) and the contribution of the study to advance knowledge in the field. 3. Demonstrate clarity about the **core constructs** and a fair knowledge base of the most recent research. 4. Evidence of **critical thinking**: The candidate’s skills and abilities in analysing, applying, and evaluating information. 5. **Academic writing skills:** The extent to which the research outline convey coherent and well-developed arguments that are supported with relevant evidence; the logically sequence of paragraphs; the use of appropriate diction and sentence structures, and the use of correct grammar, punctuation, spelling and syntax. 6. **Access** to the research context and research participants. | | | |
| **Documents to support application** | * **Academic Record** * **Proposed research outline** (max 5 pages [masters] or max 20 pages [PhD]) * **One-page** abbreviated **CV** including:   + Academic qualification   + Work experience   + Contact details   + Personal motivation for the study   + Previous research, if any | | | |
| **Research scope** | The Socio-analytical methods research agenda on exploring the value of these methods as research and consulting tools in organisations and other social settings. Socio-analytical methods are part of a methodological approach that belongs in the broader field of socio-analysis, also known as systems psychodynamics (Long, 2013). This is a field of research and organisational consulting that concerns itself with the study of unconscious processes of human systems. It brings together systems theory and psychoanalysis and employs a range of social technologies (Krantz, 2013) to surface what is happening beneath the surface of individuals, groups, organisations and society as a whole. Organisational Role Analysis, Social Dreaming, Social Photo-Matrix, and Social Dream-Drawing are four examples of a growing number of socio-analytic methods that are being developed and used internationally (Mersky, 2012). These methods are 'means of illuminating and potentially helping to resolve emerging but perhaps not as yet fully conscious, professional issues' (Mersky, 2013, p. 153). It is a mechanism for surfacing the unthought known/s (Bollas, 1987) of both the individual and the wider social system. Therefore socio-analytic methods allow researchers and practitioners access (unconscious) social phenomena in organisations by using a third object created by participants, such as a drawing, a dream, or a photo, whether related to a pre-identified theme or a particular organisational or social issue viz, organisational culture, diversity, leadership and management, wellness, to name but a few. The (unconscious) social phenomena in organisations are researched to enhance understanding of the human condition and behaviour in the work place and to inform theory development, policy formulation and intervention development. | | | |
| **Reading:**  **Subject Field** | **This is a selection of articles and books in this research focus area that you can access online on Google Scholar. ‎Further reading over and above these is essential:**  Bain, A. (1999). On socio-analysis. *Socio-Analysis,* *1*(1), 1–17.  Barnard, A. (2018, July 10th). Well-being, more than a dream: Women constructing metaphors of strength, Frontiers in Psychology, 9: 1186, doi: 10.3389/fpsyg.2018.01186  Borwick, I. (2006). Organizational role analysis: Managing strategic change in business settings. In J. Newton, S. Long & B. Sievers (Eds.), *Coaching in Depth: The Organizational Role Analysis Approach* (pp. 3–28). London: Karnac.  Eden, A. (2010). Learning to host a Social Dreaming Matrix. In W. G. Lawrence (Ed.), The Creativity of Social Dreaming (pp. 177–186). London: Karnac.  Lawrence, W. G. (1991). Won from the void of the infinite: experiences of Social Dreaming. *Free Associations, 2*(22), 259–294.  Lawrence, W. G. (1998a). Social Dreaming as a tool of consultancy and action research. In W.G. Lawrence (Ed.), *Social Dreaming @ Work* (pp. 123–140). London: Karnac.  Lawrence, W. G. (Ed.) (1998b). *Social Dreaming @ Work*. London: Karnac.  Lawrence, W. G. (1999). The contribution of Social Dreaming to socio-analysis. *Socio-Analysis, 1*(1), 18–33.  Lawrence, W. G. (2001). Social Dreaming illuminating social change. *Organisational and Social Dynamics, 1*(1), 78–93.  Lawrence, W. G. (2003). Social dreaming as sustained thinking. *Human Relations, 56*(5), 609–624.  Lawrence, W. G. (2005). *Introduction to Social Dreaming: Trans- forming Thinking*. London: Karnac.  Long, S. (2006). Drawing from role biography in Organizational Role Analysis. In J. Newton, S. Long & B. Sievers (Eds.), *Coaching in Depth: The Organizational Role Analysis approach* (pp. 127–143). London: Karnac.  Mersky, R. (2008). Social Dream-Drawing: A methodology in the making. *Socio-Analysis, 10,* 35–50.  Newton, J., Long, S., & Sievers, B. (Eds.) (2006). *Coaching in Depth: The Organizational Role Analysis Approach.* London: Karnac.  Reed, B. (1976). Organisational role analysis. In C. Cooper (Ed.), *Developing Social Skills in Managers. Advances in Group Training* (pp. 89–102). London: Macmillan.  Reed, B., & Bazalgette, J. (2006). Organizational role analysis at the Grubb Institute of Behavioral Studies: origins and development. In J. Newton, S. Long & B. Sievers (Eds.), *Coaching in Depth: The Organizational Role Analysis Approach*  (pp. 43–61). London: Karnac.  Shepherd, G. (2018). ‘From where I’m looking it just seems like two people have missed the boat…’: understanding set behaviour from a socioanalytic perspective. *Educational Action Research*, *26*(5), 682-696.  Sievers, B. (2007). Pictures from below the surface of the university: The Social Photo-Matrix as a method for understanding organizations in depth. In M. Reynolds & R. Vince (Eds.), *Handbook of Experiential Learning and Management Education* (pp. 241–257). Oxford: Oxford University Press.  Sievers, B. (2008). “Perhaps it is the role of pictures to get in contact with the uncanny”. The Social Photo-Matrix as a method to pro- mote the understanding of the unconscious in organizations. *Organisational and Social Dynamics, 8*(2), 234–254. | | | |
| **Reading:**  **Research Methodology** | **This is a selection of articles on relevant methodology in this research focus area that you can access online on Google Scholar. ‎Further reading over and above these is essential:**  Chang, H. (2008) *Autoethnography as method*. CA: Left Coast Press.  Chang, H., Ngunjiri, F.W., & Hernandez, K,C. (2013). *Collaborative autoethnography*. CA: Left Coast Press.  Creswell, J.W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches.* 3rd edition. Thousand Oaks, CA: Sage.  Durrheim, K. (2006). Research design. In M. Terre Blance, K. Durrheim & D. Painter (Eds.), *Research in practice: Applied methods for the social sciences* (pp. 33–59). Cape Town: UCT Press.  Mersky, R.R. (2008). Social dream-drawing: a methodology in the making. *Socio-Analysis 10*, pp. 35-50.  Mersky, R.R. (2013). Social dream-drawing: drawing brings the inside out. In S. Long (Ed.), *Socio-analytic methods: discovering the hidden in organisations and social systems* (pp. 153-178). London: Karnac.  Stevenson, A., Oldfield, J. & Ortiz, E. (2019). Image and word on the street: a reflexive, phased approach to combining participatory visual methods and qualitative interviews to explore resilience with street connected young people in Guatemala City. *Qualitative Research in Psychology*, DOI: 10.1080/14780887.2018.1557769 To link to this article: <https://doi.org/10.1080/14780887.2018.1557769>  Ward, K., & Wolf-Wendel, L. (2004). Academic motherhood: managing complex roles in research universities. *The Review of Higher Education, 27*(2), 233-257. | | | |
| **Other Resources:** | South African Journal of Industrial Psychology: [www.sajip.co.za](http://www.sajip.co.za)  South African Journal of Human Resources Management: [www.sajhrm.co.za](http://www.sajhrm.co.za)  International on Qualitative Studies on Health and Wellbeing <http://www.ijqhw.net/index.php/qhw>  Forum Qualitative Research: <http://www.qualitative-research.net/index.php/fqs> | | | |
| **Potential M&D research focus areas or research projects**  To be directed by sound literature review, a basic methodological understanding of qualitative research as well as availability of research context and participants. | | | | |
| **Unit of Analysis** | | **Research Focus** | | |
| **Individual**  **Group**  **Organisation**  **Phenomena** | | The value of socio-analytic methods (Organisational Role Analysis, Social Dreaming, Social Photo-Matrix, and Social Dream-Drawing) as research method in Industrial and Organisational Psychology | | |
| The value of socio-analytic methods as consultancy tool to address a wide range of matters in organisations (action research). | | |
| Using Socio-analytic methods to surface and act on (unconscious) social phenomena / experiences in organisations | | |
| The value of Social Dream-Drawing to explore social phenomena/ experiences in unique/ distinctive/ exceptional work situations | | |
| The value of Social Photo-Matrix to explore social phenomena/ experiences in unique/ distinctive/ exceptional work situations | | |
| The value of Social Dream to explore social phenomena/ experiences in unique/ distinctive/ exceptional work situations | | |
| The value of Organisational Role Analysis to explore social phenomena/ experiences in unique/ distinctive/ exceptional work situations | | |

1. Please note that consulting the research focus area leader is no assurance that your application will be approved. If, however, your application is approved, it is also not a guarantee that he/she will be allocated as your supervisor. [↑](#footnote-ref-1)