

Agenda

- 14:00 – 14:10 Welcome, short presentation of participants and program
- 14:10 – 14:20 Purpose of this Webinar – Sujesh F. Sujan
- 14:20 – 14.50 How the construction industry can study collaboration in a professional way
Presentation by Prof. Jacqueline Wheatcroft, UK
- 14:50 – 15:25 Discussion with participants
includes a net-based survey (Mentimeter)
- 15:25 – 15:30 Summary

1



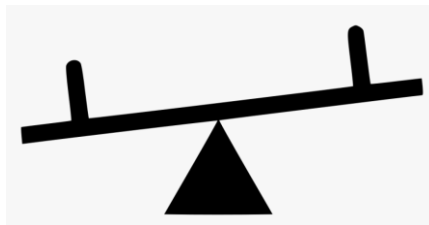
Prof. Jacqueline Wheatcroft
University of Gloucestershire

Psychological Science Expert



Prof. Eilif Hjelseth
NTNU

Digitalisation Process Expert

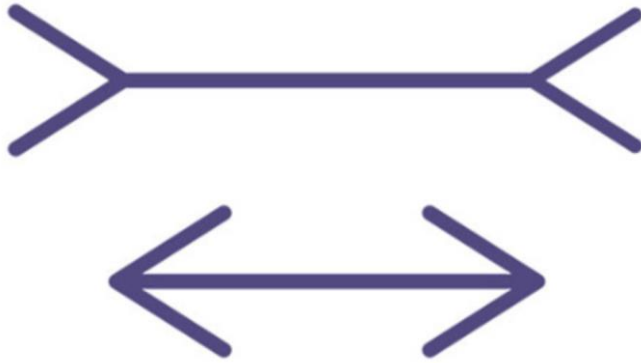


Sujesh F. Sujan
NTNU

Researcher
(A bit of both?)

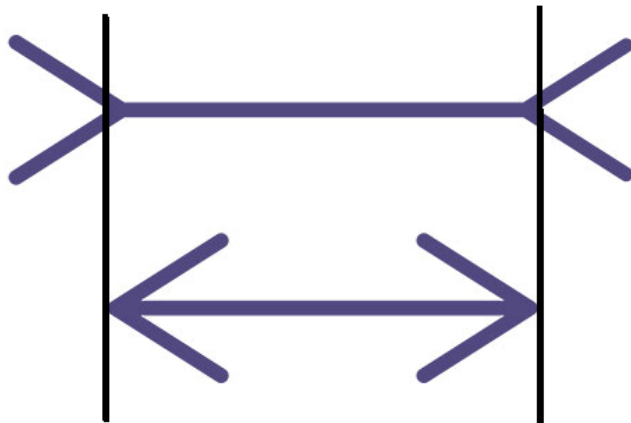
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Muller-Lyer Illusion



3

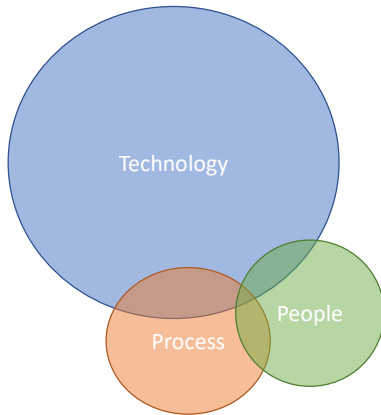
Awareness of our inherent biases..



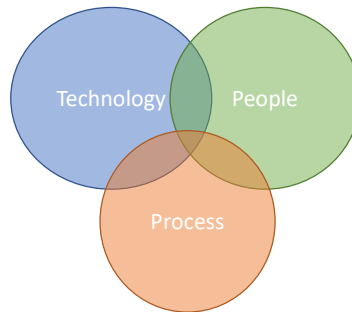
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Human aspects underestimated...

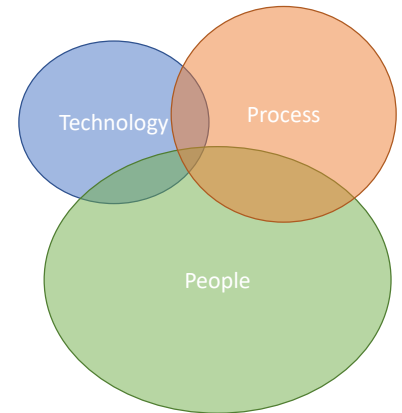
Expectation



Integrated Design & Delivery Solutions



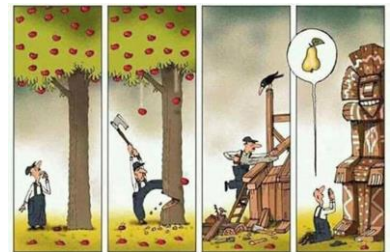
Reality



5

Practitioners Asked About Collaboration

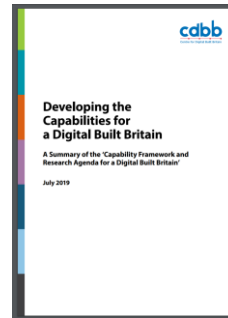
- Majority of challenges are human – centred
- Practitioners could not pin point the challenges
- The language, knowledge and awareness can be developed



6

The Gap

Many scholars + practitioners call for behavioural studies



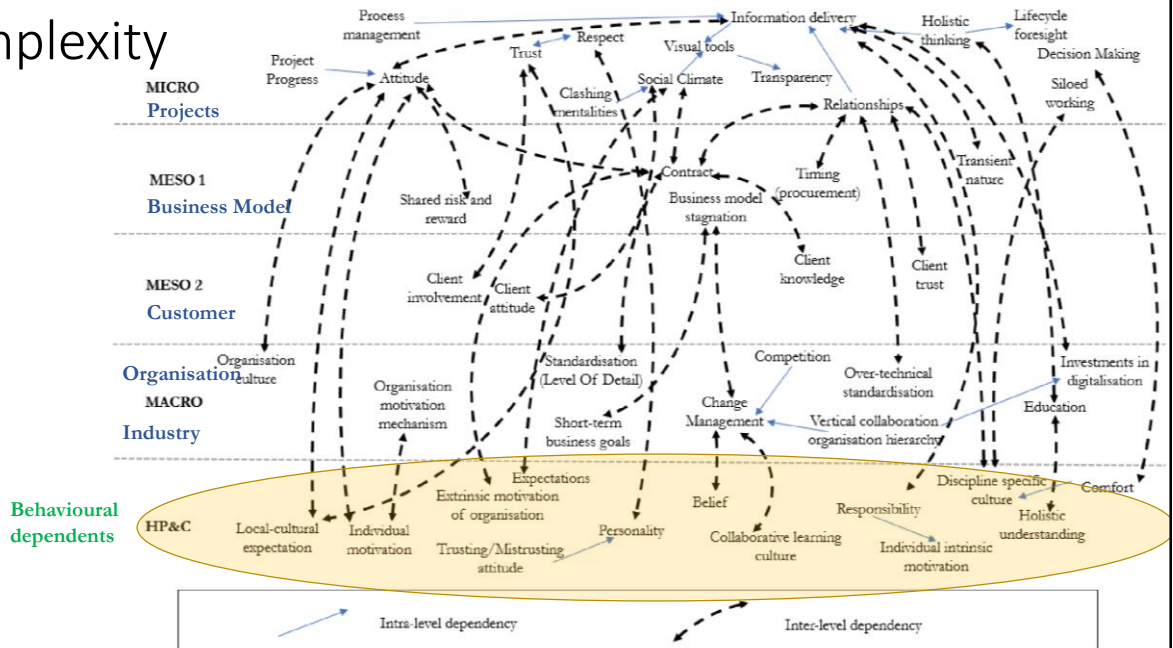
BUT

'If you want to take out a screw, you choose a screwdriver, not a hammer. This doesn't mean hammers are "stupid". They're great at driving nails. They're just ill-equipped (not designed) for removing screws.'

Do we have the needed experience, maturity and methods?
Or, do we make it too complicated?

7

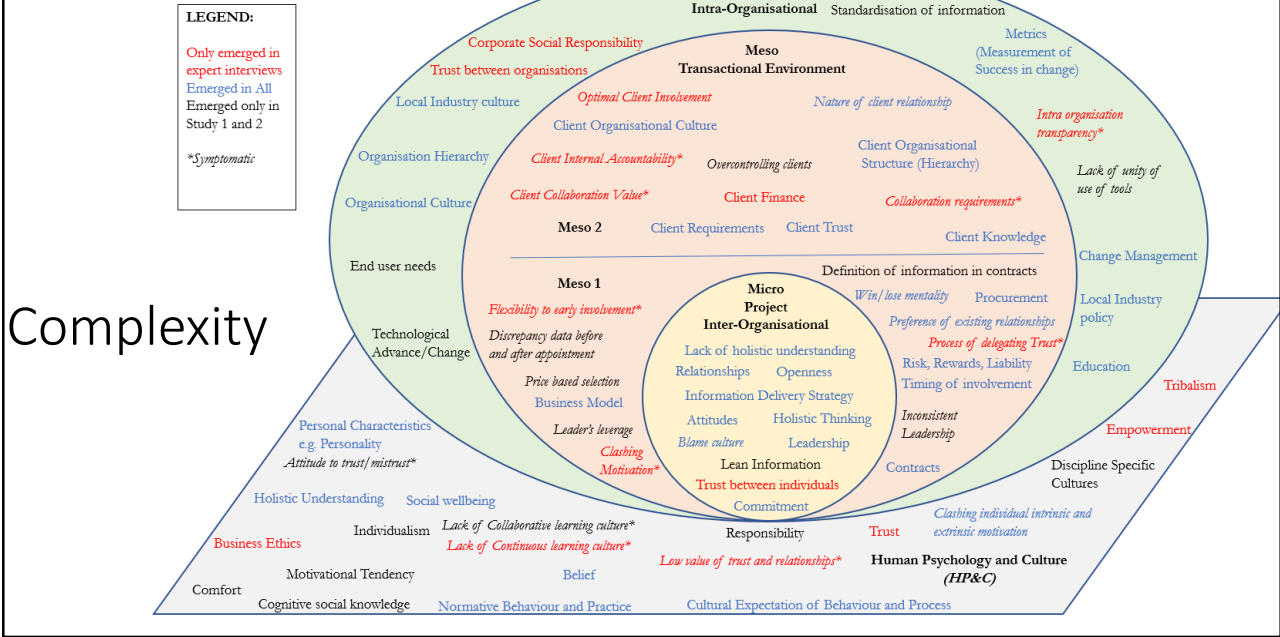
Complexity



Sujan, S.F. 2020. *A holistic and systemic model of collaboration in the AEC industry*. [Online] Doctoral Thesis, University of Liverpool. Available from: <https://livrepository.liverpool.ac.uk/3080424/>.

8

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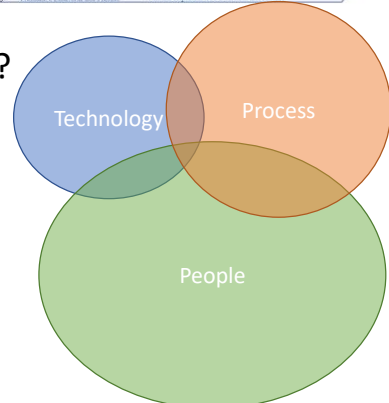
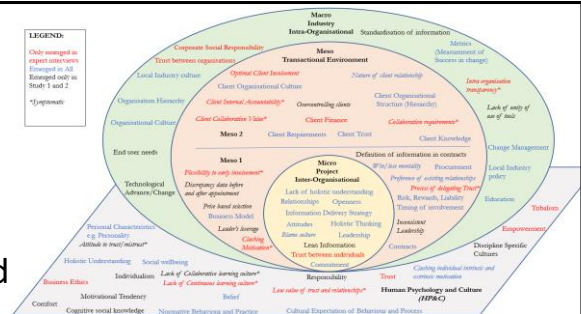
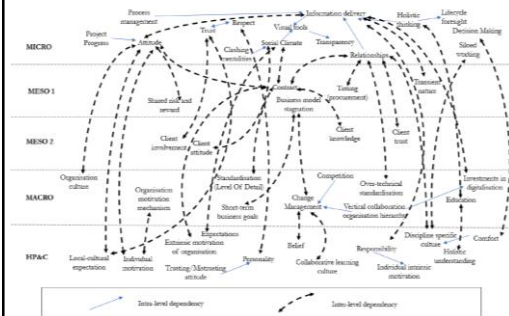


9

The purpose..

- Psychological science is a mature field (arguably from early philosophers..)
- Experts from psychology to design and collaborate with us

WHAT IS THE POTENTIAL OF PSYCHOLOGY?



10