

Curriculum Vitae Heinz Gutscher

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PERSONAL DATA:

Date of birth: July 11, 1947, married with three children

EDUCATION AND ACADEMIC DEGREES:

1967 – 1975 Study of psychology, sociology, and media science at the University of Zurich

1975 Doctorate, Dr. phil., summa cum laude, University of Zurich;

Various educational sojourns at the University of Michigan, Ann Arbor [Inter-University-Consortium for Political and Social Research] and at the University of Essex, Colchester.

1990 Postdoctoral thesis and qualification as university professor (*Habilitation*); appointed *Professor Ordinarius* of Social Psychology, University of Zurich. Director of SFS (Sozialforschungsstelle der Universität Zürich, University of Zurich Social Research Unit), Director of various interdisciplinary research projects.

AFFILIATIONS

Member of several professional and academic associations (SGP, DGPs, SRA, APA [affiliated]).

Member of the executive board of the Swiss Academy of Humanities and Social Sciences; member of the foundation board of the Swiss Research Foundation on Mobile Communication; member of the advisory board of ProClim, Swiss Academy of Science; member of ERIC (Energy Research Information and Communication Group), European Commission.

ACTIVITIES

Heinz Gutscher has three decades of experience as a social researcher. He is Professor of Social Psychology at the University of Zurich and Director of SFS (Sozialforschungsstelle, University of Zurich Social Research Unit). Involved in basic and applied research in different fields, he intends to answer issues resulting from development and transformation in society.

PUBLICATIONS (2001 to the present)

Siegrist, M., Gutscher, H. & Earle, T.C. (Eds.) (2007, forthcoming). Trust in Cooperative Risk Management. Uncertainty and Scepticism in the Public Mind. Trust in Cooperative Risk Management. London: Earthscan.

Keller, C., Siegrist, M. & Gutscher, H. (2006). The role of the affect and availability heuristics in risk communication. *Risk Analysis*, 26, 631-639.

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- Artho, J. & Gutscher, H. (2002). Wunschlandschaft Schweiz. Eine wissenschaftliche Begleitstudie zum Expo.02 Projekt sWISH*. Zürich: Sozialforschungsstelle der Universität Zürich. [Online].
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- Siegrist, M., Gutscher, H. & Earle, T. C. (2002). Ambiguity aversion: A simple heuristic. Manuscript submitted for publication.
- Earle, T. C., Siegrist, M. & Gutscher, H. (2002). Trust and confidence: A dual-mode model of cooperation. Manuscript submitted for publication.
- Siegrist, M., Cvetkovich, G. T. & Gutscher, H. (2001). Shared values, social trust and the perception of geographic cancer clusters. *Risk Analysis*, 21, 1047-1053.
- Gutscher, H., Mosler, H.-J. & Artho, J. (2001). Voluntary collective action in neighbourhood slow-down – using communication and diffusion instruments. In R. Kaufmann & H. Gutscher (Eds.), *Changing things - moving people: Strategies for promoting sustainable development at the local level* (pp. 151-169). Basel: Birkhäuser.
- Flury-Kleubler, P. & Gutscher, H. (2001). Psychological principles of inducing behaviour change. In R. Kaufmann & H. Gutscher (Eds.), *Changing things - moving people: Strategies for promoting sustainable development at the local level* (pp. 109-129). Basel: Birkhäuser.
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- Kaufmann-Hayoz, R., Bättig, C., S., B., Defila, R., Di Giulio, A., Flury-Kleubler, P., Friederich, U., Garbely, M., Gutscher, H., Jäggi, C., Jegen, M., Mosler, H.-J., Müller, A., North, N., Ulli-Beer, S. & Wichtermann, J. (2001). A typology of tools for building sustainability strategies. In R. Kaufmann & H. Gutscher (Eds.), *Changing things - moving people: Strategies for promoting sustainable development at the local level* (pp. 33-107). Basel: Birkhäuser.
- Kaufmann-Hayoz, R., Ulli-Beer, S., Garbely, M. & Gutscher, H. (2001). Suggestions for designing policy strategies for sustainable development. In R. Kaufmann & H. Gutscher (Eds.), *Changing things - moving people: Strategies for promoting sustainable development at the local level* (pp. 325-335). Basel: Birkhäuser.
- Gutscher, H. & Artho, J. (2001). Zukunftswerkstatt unter der Lupe. *Magazin der Universität Zürich Nr. 1. und Bulletin der ETH Zürich Nr. 281*, S. 18-22.
- Mosler, H.-J., Schwarz, K., Ammann, F. & Gutscher, H. (2001). Computer simulation as a method of further developing a theory: simulating the Elaboration Likelihood Model (ELM). *Personality and Social Psychology Review*, 201-215.
- Mosler, H.-J., Gutscher, H. & Artho, J. (2001). Wie können viele Personen für eine kommunale Umweltaktion gewonnen werden? *Umweltpsychologie*, 5 (2), 122-140.

Mein möglicher Beitrag:

Etwas zum Thema Vertrauen, falls überhaupt gewünscht und passend (Einschränkung: Mit dem Thema "Vertrauen und ICT" habe ich mich noch nicht besonders beschäftigt).

Umsetzung: Eine Kurzpräsentation, ca. 5-15 Min. zum Thema Vertrauen, Unterschied trust/confidence und psychologische Grundlagen. Das ergäbe ev. Stoff für eine Diskussion über mögliche Implikationen für das Thema ICT & Vertrauen. Dafür würde ich eine kurze PowerPoint Präsentation vorbereiten und bereithalten.