



Please note: This website shall be shut down in 2021.  
A brief version will be added to "RohrmannResearch"



# **ROHRMANN CONSULTANCY**

## **RESEARCH CONCEPTUALIZATIONS**

### **Mission**

The principal expertise of *RohrmannConsultancy* is: to develop conceptualizations for the design, conduct, analysis and application of research, using both quantitative and qualitative approaches.

This expertise is offered in three ways to institutions which need either to conduct or to apply social science research - by conducting problem analyses, by developing research design & management plans, and by running special lectures and training.

The core principle for *RohrmannConsultancy* projects is to combine strict scientific research standards with high practicability and usability of outcomes, based on thorough collaboration with clients.



### **Areas of Expertise**

*RohrmannConsultancy* has extensive experience and high-level skills in three general areas: applied social science, environmental psychology, and research methodology.

Major *substantive* topics include: hazard perception; risk communication between administration, industry, science, media and the public; hazards/safety/health information; impact of environmental factors (e.g., soundscapes and noise) on performance and well-being at workplaces and residences; assessment of virtual environments; residential choice and satisfaction; application of environmental psychology to urban planning, housing and architectural design; participation procedures; decision processes and decision-aiding technologies; teaching quality.

*Methodological* expertise includes: project design, conceptual frameworks, survey methodology, questionnaire and scale construction, evaluation research, and planning and convening of focus groups.

## Principal

Bernd Rohrmann (MSc, Dr phil, Dr phil habil), Associate Professor at the Department of Psychology, The University of Melbourne. Also Adjunct Professor at the Social Science Faculty of the University of Mannheim/Germany. He founded *RohrmannConsultancy* in 2002.

### Short CV

Study of Psychology (with expansions into sociological methodology and linguistics) in Marburg, Hamburg and Mannheim (Germany). 1965 "Diplom" , 1974 PhD (Faculty of Social Science), 1983 "Habilitation", 1989 Adjunct professorship at the University of Mannheim. Until 1991 lecturer and director of a social-scientific consultancy team in Germany. Also visiting professor in Austria, Switzerland, Australia and New Zealand. From 1993 to 2009 with the University of Melbourne. Since 2010 directing his venture "Roman Research Road". Conducted numerous empirical research projects; strong emphasis on interdisciplinary approaches and applicability of findings. Also work as consultant with governmental agencies, courts and companies; participation in expert hearings.



## Services

*RohrmannConsultancy* mainly offers three types of services:

- >> Conceptual problem analyses (based on social-science expertise, together with interviews or focus groups with experts & stakeholders; leading to problem-solving plans or actions)
- >> Research design and project management (including design of instruments/questionnaires, sampling, advice on statistical data analysis, project planning and coordination)
- >> Seminars & training (presenting lectures and/or organizing symposia & workshops)

Each project taken on by *RohrmannConsultancy* consists of five practical steps:

- (1) Identifying and specifying the client's problem;
- (2) Developing a comprehensive plan (content, method, timing) for the project;
- (3) Conducting the required theoretical and/or empirical/practical work;
- (4) Discussing outcomes and implications with the client;
- (5) Preparing a report with conclusions and proposals for problem solutions.

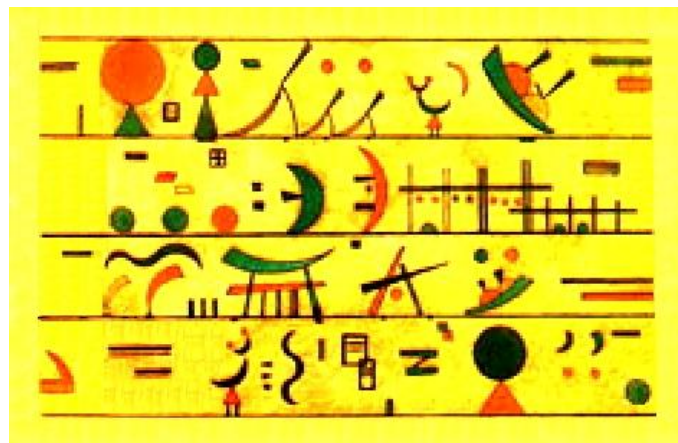
A collaborative and interactive approach is followed throughout, especially for steps (1) and (4), in order to maximize the utility of a project.

## Current Projects

A variety of both basic and applied research projects were conducted in the Environmental Psychology Laboratory, situated at Melbourne University, School of Behavioral Sciences.

These include projects on hazard perception, risk communication, bushfire information means (brochures & websites), disaster preparedness, appraisal of simulations of environments, soundscapes in public places, and studies on rating scales for survey research. See <http://www.rohrmannresearch.net> for further information.

Furthermore, Prof. Rohrman established a bi-annual "Multidisciplinary Melbourne Risk Research Roundtable" <"2M3R"> in 1998. It is designed as a workshop for experts.



## Special Teaching

RohrmanConsultancy organizes and conducts special seminars and lectures for institutions or companies.

Current topics include:

>> Annual course "Risk information & communication" in the Summer Program of the University of Melbourne (runs late February).

>> Guest lectures on hazard perception, risk communication and disaster prepared-ness at the Emergency Management Australia Institute (EMAI) in Mt. Macedon.

>> Courses on Environmental Psychology in Zuerich and Fribourg, Switzerland.

For details cf. <http://www.rohrmannresearch.net>

## Publications

A list with circa 130 entries (articles/books/reports in English or German) is available on request. They deal with environmental psychology, risk research, survey methods and related topics.

For preprints/reprints contact mail {at} rohrmannspace.net

Some recent publications are available on the WWW; the full text can be downloaded from <http://www.rohrmannresearch.net> -- there, click "PubRR" for publications on risk research, "PubEP" for publications on environmental psychology, and "PubSQ" for scales, questionnaires and psychometric issues.



### Contact

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*Created July 2004 & January 2010. Will be shut down in November 2020. Bye by BR*

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