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Editors

Applied Psychology Readings

Selected Papers from Singapore Conference
on Applied Psychology, 2017

 Springer

Preface

2017 Singapore Conference on Applied Psychology (SCAP 2017), organized by East Asia Research and supported by the Hong Kong Shue Yan University and Singapore University of Technology was held on June 29–30, 2017 at Holiday Inn Singapore Atrium.

The Special theme for SCAP 2017 was ‘Connecting Theory to Practice’. The annual SCAP conference series organised by East Asia Research are major international events aimed at supporting the Applied Psychology and Human Resource communities in Asia. Psychologists, healthcare professionals, academicians and researchers from all fields of applications get to meet, network and learn here.

The programme consisted of an opening speech by the conference chair, Dr. Leung, Man-tak Mike, Hong Kong Shue Yan University and two and a half hour plenary lectures by Dr. Yow Wei Quin and Dr. Denise Dillon. There are also three parallel sessions of 44 oral presentations (20 min each) and 14 poster presentations. A total of 120 registered delegates from the following countries participated in SCAP 2017: Australia, Hong Kong, India, Indonesia, Japan, Korea, Kuwait, Malaysia, Philippines, Poland, Russia, Singapore, Taiwan, Thailand, Turkey and United Kingdom. Participants were invited to submit papers to the present volume. We wish to thank Dr. Leung, Man-tak Mike from Hong Kong Shue Yan University, SCAP 2017 Conference Chair, for coordinating the reviewing of the submitted papers.

East Asia Research (EAR)

Established in Singapore in 2015, East Asia Research (EAR) envisions to be the gateway to improving lives and enhancing productivity in Asia through promoting cross-geographical exchange of ideas and knowledge in various faculties. This will be achieved through the dissemination of knowledge from the Asia-focused research conferences and publications by EAR.

EAR academic conferences provide a meaningful platform for researchers, post-graduates, academicians, and industry practitioners to share unique insights and drive innovation. This is a great opportunity for expanding contact networks beyond a singular field and kick-starting a strategic collaboration. Such partnership

can bridge the resources and expertise of multiple disciplines to spearhead pioneer movements, giving rise to breakthroughs in long-standing issues.

The present volume embraces various research topics in applied psychology of music and marketing, health and community psychology, psychotherapy, cybernetic psychology, sport psychology, psychology of gambling addiction, social and personality psychology, cognitive psychology, parenting, school psychology, educational development psychology, motivation and emotion, industrial and organizational psychology, psychometrics and their cross overs. These papers will serve as supplementary readings and references for applied psychologists in doing their research.

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Contents

Musical Accompaniment as a Factor of Psychological Effectiveness of Advertising	1
Natalia V. Antonova and Vladislav Gorbov	
1 Introduction	2
2 Methodology	8
3 Results	10
4 Conclusions	18
References	19
Trauma Amongst TV News Crews: The Protective Function of Crew Solidarity	21
Jasmine B. MacDonald and Rachael Fox	
1 Introduction	21
2 Method	23
3 Findings and Discussion	25
4 General Discussion and Conclusions	35
References	37
Fear of Missing Out, Mobile Phone Dependency and Entrapment in Undergraduate Students	39
Ananya Upreti and Priyanka Musalay	
1 Introduction	39
2 Method	46
3 Procedure	47
4 Statistical Analysis of Data	47
5 Results	48
6 Discussion	51
References	54

Re-evaluation of the Factor Structure of Motivations of Marathoners Scales (MOMS)	57
I. T. Heazlewood, J. Walsh and M. Climstein	
1 Paper Preparation	58
2 Methods	62
3 Results	65
4 Discussion	68
5 Conclusion	70
References	70
The Diagnostic Criteria of Gambling Disorder of DSM-5 in Chinese Culture: By Confirmatory Factor Analysis (CFA) and Item Response Theory (IRT)	73
Wing-Yip Chui, Shu-Kam Lee, Yuk-Lan Mok and Chun-Kei Tsang	
1 Introduction	74
2 Current Study	75
3 Methods	75
4 Result	76
5 Discussion	82
6 Conclusion and Implication	83
7 Limitations	84
References	84
Locus of Control and Sense of Happiness: A Mediating Role of Self-esteem?	87
Ivanna Shubina	
1 Introduction	87
2 Relationship Between the Basic Constructs	88
3 Methodology	91
4 Results	93
5 Discussion	97
6 Conclusion	99
References	100
Factors That Influence the Training Transfer and Maintenance of Conflict Resolution Programs of Healthcare Training and Development Units: A Retrospective Study	103
Sonya Vandergoot, Aspa Sarris and Neil Kirby	
1 Introduction	104
2 Method	106
3 Results	111
4 Discussion	115
References	120

An Assessment of the Sociocultural Evolution Among Selected Filipino Stay-at-Home Fathers (SAHFs): “Basis for Sustainable Plan” 123
 Jonathan I. Arante

1 Introduction 123
 2 Method 136
 3 Results 137
 4 Conclusion 145
 5 Implications 145
 References 146

Two Moms in a Home: Lived Experiences of Children with Same-Sex Parents 149
 Lorita Ramirez Mendoza

1 Introduction 149
 2 Method 154
 3 Findings and Discussion 156
 References 162

Reflections on the Therapeutic Journey: Uncovering the Layers 165
 Divya Prasad, Anjali Gupta and Shabari Dutta

1 Therapists’ Perspective 167
 2 Patient Reflection 167
 3 Caregivers’ Perspective 169
 4 “Other” Dilemma 171
 5 Conclusion 171
 References 171

Self-Talk and Autonomy on Well-Structured Problem-Solving 173
 Yuen Hung Katie Lam and Ruth De-Hui Zhou

1 Literature Review 173
 2 Method 179
 3 Result 184
 4 Discussion 185
 5 Implication 188
 6 Limitations and Future Studies 189
 References 189

School Adjustment for Hong Kong Undergraduates: The Correlation Among Parental Acceptance-Rejection, Achievement Emotion, Academic Achievement and Self-esteem 193
 Yuen-Man Cheung and Man-Tak Leung

1 Introduction 194
 2 Methodology 197
 3 Results 200
 4 Path Analysis of Maternal Acceptance-Rejection, School Adjustment and Achievement Emotions 205

5 Path Analysis of Paternal Acceptance-Rejection, School Adjustment and Achievement Emotions 206

6 Discussion 210

7 Conclusion 212

References 213

Theoretical Components of Workplace Safety Climate and Their Implications for Practice 217

Cassandra Heffernan, Julia Harries and Neil Kirby

1 Introduction 218

2 Method 224

3 Results 226

4 Discussion 232

5 Conclusions 235

References 236

Interaction of Psychological Contract Violation and Emotional Labour: Recovery of Organizational Trust and Job Satisfaction 239

Noriko Okabe

1 Introduction 239

2 Methods 246

3 Results 251

4 Discussion and Practical Implications 256

5 Limitation and Future Research Direction 257

6 Conclusion 258

References 259

Translating into Practice the Recommendations of a Safety Climate Theory-Based Evaluation of Services Provided by Disability Support Workers 263

Julia Harries, Jerry Ford and Neil Kirby

1 Introduction 264

2 Method 268

3 Results 271

4 Discussion 275

5 Summary 277

References 278

Ups and Downs as Indonesian College Students: Risk and Protective Factors for Psychological Distress 281

Dra. Sugiarti, Lavenda Geshica, Dito A. Prabowo, Ade Rachmawati, Anindita Alkarisya and Vira A. Mulyaningrum

1 Introduction 282

2 Methods 286

3	Results	288
4	Discussion	290
	References	292
	Parental Support to Develop Entrepreneurial Characteristics in Teenagers: Views on Self and Spouse	295
	Jenny Lukito Setiawan	
1	Introduction	295
2	Method	298
3	Results and Discussion	299
4	Implications and Limitations of the Study	302
	References	302
	Imaging Capability, Absorption, Anxiety, Positive and Negative Affect: A Guided Imagery Intervention	305
	Shanmukha Priya Vemu and Geeta Sunkarapalli	
1	Introduction	305
2	Method	311
3	Procedure	313
4	Intervention Procedure	314
5	Statistical Analysis of the Data	314
6	Results	315
7	Discussion	319
	References	322
	How Conceptual Metaphors Make Political Iconography: A Focus Group Discussion on the Psychological Aspects	325
	Vishaka Venkat and Vinod Balakrishnan	
1	Introduction	326
2	Metaphorical Thinking	327
3	Political Metaphor and Cognition	329
4	Historical Background	331
5	Methodology	331
6	Focus Group Discussion—Analysis of Cartoons	332
7	Quantitative Analysis	337
8	Colonial Framework of Conceptual Metaphors	342
9	Conclusion	343
	References	343