

Univ. Prof. Dr. Bernad Batinic
SEED-Project *Wearable Insights: The Potential of Tracking Technology to Enrich Psychological Research (WIP)*

Univ. Prof. Dr. Bernad Batinic heads Department of Work, Organizational, and Media Psychology (AOM), created in 2005 as part of the Institute for Paedagogics and Psychology. Prof. Batinic studied Psychology in Gießen (1995) and earned his doctorate (2001) and post-doctorate teaching qualification (2006) at the University of Erlangen-Nürnberg. He has been a university professor at the JKU Linz since 2004.

Prof. Batinic applies his background in psychology to study online research and the opportunities the internet provides when it comes to collecting data and information. In 1994 he conducted an online survey in Usenet and in 1995 he published the first online tutorial about conducting online surveys. He is a founding member of the German Society for Online Research and one of the first researchers in German-speaking Europe to carry out an online survey.

Prof. Batinic remarked, "I am always fascinated when something new comes along – I let myself be inspired and I absorb new information. The fact that I can be intellectually playful benefits my scientific curiosity, even if my wife sometimes wonders what I am doing with my time."