

2007

The School of Psychology

The School of Psychology is founded on the principles of innovation and excellence, and offers a unique curriculum focusing on new disciplines such as positive, organizational, political, social, business and Internet psychology. According to Prof. **Mario Mikulincer**, founder and dean, the school aims to give students the best possible training and enable them to become leaders in their field in Israel and worldwide.

The school's curriculum reflects its view of the importance of psychology as an instrument for improving Israeli society. The school encourages students to promote community projects, and its research centers focus on community welfare, including the Maytiv Center for Research and Practice in Positive Psychology, the Sagol Center for Applied Neuroscience, the Institute for LD and ADHD, the MUDA Center for Science, Mindfulness and Society, and more.



*Prof. Mario Mikulincer,
founding dean.*



*The School of Psychology's
new building.*



The Asper Institute for New Media Diplomacy Puts Israel on the Map

The Asper Institute for New Media Diplomacy is founded by the **Asper Foundation** to focus on the study and application of new media technologies in diplomacy. The new technologies allow for innovative communication and enable diplomatic discourse and activities from different, and perhaps unexpected, angles. Such media also reach newer and more varied audiences than those reached by traditional media.

With its two flagship projects – NoCamels.com, now the world's leading news website on Israeli innovation, and IDC International Radio, which broadcasts in various languages – the Asper Institute for New Media Diplomacy reaches millions with news of Israel's achievements and successes.

The institute is headed by Dr. **Noam Lemelshtrich Latar**, dean of the Sammy Ofer School of Communications, and **Anouk Lorie**, international journalist and lecturer.



*Inauguration Event of the Asper Institute for New Media Diplomacy
June 2007*