

Closing Comment: The Ever Increasing Importance of Applied Social Psychology

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This special issue commemorates and celebrates the incredible contributions of Siegfried Streufert to the field of Applied Social Psychology (amongst many others). As the proceeding articles eloquently demonstrate, these contributions have had, and continued to have, a profound influence on the field. His work on *Behavioural Complexity*, in particular, has had a tangible impact on our understanding of how decisions are (optimally) made in health, organisational and other settings. And, of course, 50 years ago Siegfried founded the *Journal of Applied Social Psychology*; in so doing created a unique, powerful and inspiring conduit for communication between scientists and practitioners seeking to solve social problems.

In those 50 years, JASP has contributed so much to so many fields; whether to health, the environment, prejudice, politics, economics, leadership, co-operation, medicine, or many other issues, collectively the articles it hosts have illuminated problems, proposed solutions, and furthered understanding. I remember reading papers in JASP as an undergraduate student - struck by the incredible creativity that imbued the theories, concepts, and ideas in the field, it played no small part in determining my own academic journey. I was therefore incredibly honoured to become the Editor-in-Chief, and have striven to foster and grow the pioneering spirit that was imbued by its founder all those years ago.

The founding of JASP, mirrored in the emergence of social psychology as a discipline, was inspired by the need to understand the turbulent times of the 21st century. In the intervening years, JASP has become increasingly relevant and important to policy makers and

practitioners seeking science-informed solutions to the problems of society. Now, 50 years on, and as we all emerge from the Covid-19 global pandemic, the need for this bridge between scientists and practitioners is greater than ever.