



rijksuniversiteit
groningen



Master Applied Social Psychology

Welcome

Yasin Koc and Ernestine Gordijn
Master coordination Applied Social Psychology



Social Psychology in Groningen: Theory based, Application oriented



- › Everyday social behavior
 - relations between people
 - relations between groups

- › ***Understanding***
- › ***Influence and change***





Social Psychology in Groningen: Theory based, Application oriented



Strong expertise in the social psychology of

- (a) social identity, collective action, political behavior, and social change
- (b) culture, diversity, and discrimination
- (c) communication, cooperation, and health.





Social Psychology in Groningen: Theory based, Application oriented

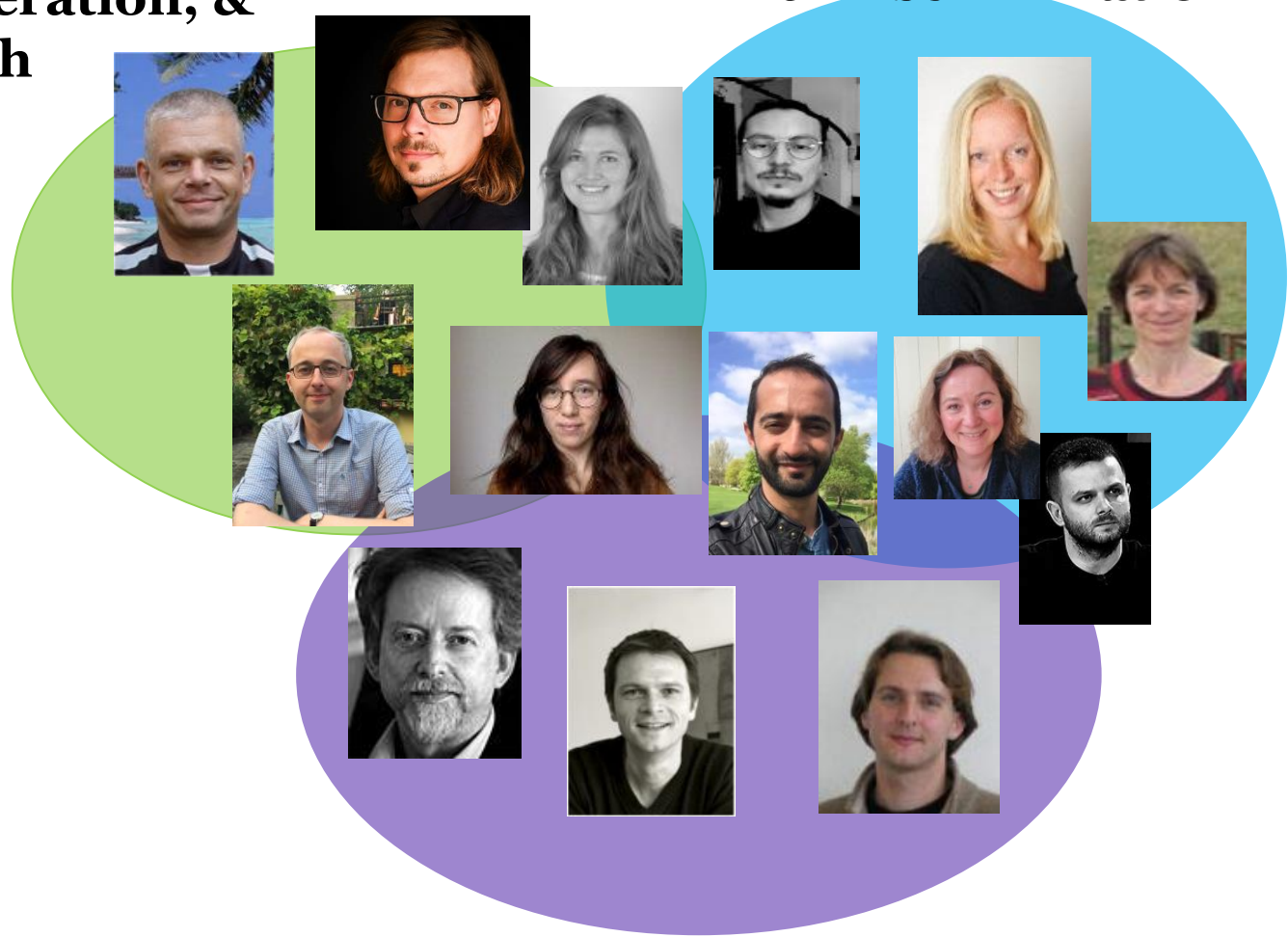


- Our staff members are focused on theory, but also on applications and interventions
- One of the largest centers for social psychology in Europe with high quality research
- Several collaborations with NGO's, government, industry



Communication, Cooperation, & Health

Culture, Diversity & Discrimination



Social identity, Political behavior, Collective Action, & Social Change



rijksuniversiteit
groningen

Collaborations



Kennisplatform
Leefbaar en Kansrijk
Groningen



umcg

eerlijk over eten
Voedingscentrum



POLITIE

rivm

Rijksinstituut
voor Volksgezondheid
en Milieu

National Institute for Public
Health and the Environment



Master Applied Social Psychology

- › Which social psychological factors determine human behavior, and how can these factors be influenced?
- › Based on social psychological theories, we outline how such factors can be studied, and how knowledge derived from research can be implemented in an applied context.
- › We teach, for example, about:
 - *Stereotyping, prejudice and discrimination
 - *Social behavior within social groups
 - *Development and change of social norms
 - * The social psychology of political behavior
 - *Crowd behavior and collective action
 - *Communication and conflict within and between groups
 - *The social psychology of healthy behavior



Courses

<p>Basic subjects</p> <p>Pick 2 or more</p>	<p>Culture & Diversity</p> <p>Political Psychology</p> <p>Communication, Cooperation and Persuasion</p>
<p>Skills</p> <p>Pick 1</p>	<p>Designing interventions</p> <p>Personal and societal change</p>
<p>Methods</p> <p>Pick 1 (or more)</p>	<p>Advanced research methods in social and organizational psychology</p> <p>Repeated measures</p> <p>Test- and survey construction</p> <p>Multivariate models experimental designs</p>

Our courses

- › Theory oriented
- › Interaction
- › Hands-on
- › Application
- › Participation in existing projects





Required credits
20 EC thesis
10 EC internship
10 EC Basic subjects
5 EC skills
5 EC methods
10 EC electives

Master thesis 20 ec

- Empirical research project
- Close collaboration with an advisor
- Wide selection of topics



Internship (10 ec)

Objective:

- Gain experience and learn about working in the broad field of Applied Social Psychology (ASP).
- Apply knowledge and skills obtained through study program whilst acquiring and integrating new skills in internship
 - Team internship: work with other students on solving questions for external partner (supervised by staff member)
 - or
 - Individual internship

What can you do after a master in social psychology

1
2

- Insights in the causes of large-scale societal problems, 'normal' human behavior and 'normal' problems
- Insights in the causes of social behavior (policy advisor, management position)
- Expertise in researching social behavior (policy research or marketing studies)
- Insight in influencing social behavior (public information, advertising fields, communication advisors, marketing consultants, trainer/coach)



Jobs our alumni are working in:

➤ **Policy making**

- › Strategic advisor
- › Advisor in the field of sustainability
- › Senior advisor of Dutch Government

➤ **Corporate Advisor**

- › HR-advisor
- › Organisational advisor
- › Consultant

➤ **Event management**

- › Project manager

➤ **Development aid**

- › Researcher for intervention programs

➤ **Education & Research**

- › Lecturer / PhD student
- › Corporate Researcher
- › Strategic analyst government

➤ **Human resources**

- › Career advisor
- › HR marketing & selection

➤ **Public health**

- › Prevention expert



Who can apply?

- › Access from Dutch and International bachelor programs in psychology
- › There is **no** maximum number of students

Relevant courses in a bachelor program:

- Courses focusing on *understanding* human behavior (e.g., intergroup relations, social cognition & affect, crowd psychology, group dynamics)
- Courses focusing on *changing* human behavior (e.g., social influence, consumer psychology, social psychology of communication)



Interested in preparing for a research based career?

Research Master Behavioural and Social Sciences

- Two-year, English taught program
- Strongly research oriented, methodological basis
- Training in multidisciplinary research
- High degree of specialization

- You can specialize in **Social Psychology**, via the multidisciplinary theme *Understanding societal change*

- More info:
 - [Coordinator theme: Basak Bilecen - b.bilecen@rug.nl](mailto:b.bilecen@rug.nl). [d-social-sciences-research/](https://www.rug.nl/research/social-sciences-research/)



rijksuniversiteit
 groningen

Thank you

y.koc@rug.nl

e.h.gordijn@rug.nl