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# *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, and social change
- (b) culture, diversity, and discrimination
- (c) communication, cooperation, and health.





# Social Psychology in Groningen: Theory based, Application oriented



- Top quality researchers, all interested in theory, but also in applications and interventions
- Several collaborations with NGO's, government, industry
- One of the largest and most successful centers for social psychology in Europe



# Communication, Cooperation, & Health

# Culture, Diversity & Discrimination



# Social identity, Collective Action & Social Change



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## Collaborations

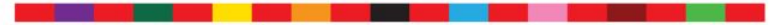


Kennisplatform  
Leefbaar en Kansrijk  
Groningen



umcg

eerlijk over eten  
**Voedingscentrum**



POLITIE

*rivm*

Rijksinstituut  
voor Volksgezondheid  
en Milieu

National Institute for Public  
Health and the Environment



# Master Applied Social Psychology

- › In our program, we highlight which social psychological factors determine human behaviour, and how these factors can 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
  - \*behaviour within social groups
  - \*development and change of social norms
  - \*crowd behaviour and collective action
  - \*communication within and between groups
  - \*health behavior



## Courses

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





## 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



## 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, mass 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: Prof. dr. Martijn van Zomerer](mailto:M.van.zomerer@rug.nl)  
([M.van.zomerer@rug.nl](mailto:M.van.zomerer@rug.nl))



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# Thank you

[y.koc@rug.nl](mailto:y.koc@rug.nl)

[e.h.gordijn@rug.nl](mailto:e.h.gordijn@rug.nl)