

MSc Psychology: Applied Social Psychology

KEY FACTS

- › Start: 1 September/1 February
- › Duration: 12 months
- › Tuition fees EU/non-EU:
approx. €2,083/€14,650

COURSE EXAMPLES

- › Cultural Psychology
- › Managing groups
- › Environmental Psychology
- › Health Psychology
- › Designing interventions



GENERAL INFORMATION

To what extent are major societal problems, such as poor health, discrimination and aggression, influenced by human behaviour? Which factors influence the behaviour that causes societal problems, and how can we promote behaviour that reduces these problems? What individual, social, cultural and environmental factors influence behaviour and performance?

The aim of the Applied Social Psychology programme is to give you an insight into the latest developments in the field of social psychology, and how social psychology can be used to help us to understand and manage social problems. You will learn about novel theories, methodologies and findings, and how to apply these in practice. In addition, you will learn which interventions can be effective in changing behaviour in order to manage social problems, and why and when these interventions are effective in practice.

Our sub-programme covers the following content areas:

- › Understanding and managing diversity, culture and social change
- › Managing groups and crowds
- › Understanding and improving health
- › Policy and communication
- › Understanding and changing consumer and economic behaviour

An important component of this programme is an independent, academic research project reported in a Master's thesis. There is also the opportunity to do an internship in the context of this part of your study.

Career prospects

- › A career in fundamental or applied research
- › Consultant or policy advisor in a wide range of areas relating to human behaviour in the public or private sector
- › This Master's degree also qualifies students to apply for a PhD position

More information

www.rug.nl/masters/social-psychology-and-its-applications

Study advisor: studyadvice.psy@rug.nl
Programme coordinator: k.epstude@rug.nl

Psychology Research:

www.mindwise-groningen.nl

WHY CHOOSE US?

- › Focus on the theory and application of psychology to manage real-life problems
- › International approach
- › International staff
- › Experts tuition from professionals in the field
- › Freedom to choose your own area of specialization.

How to apply

Application deadline EU/non-EU:
September: 1 May/1 April
February: 15 November/1 November
www.rug.nl/gmw/psychology/education/switch-modules/application

Admission

- › Bachelor degree in Psychology
- › Sufficient English skills:
TOEFL: 92 or IELTS: 6.5

Please visit www.rug.nl/masters/applied-social-psychology/admission-and-application for detailed information