



## MSc Psychology: Applied Social Psychology

How can psychology contribute to solving conflicts between groups, understanding the role of diversity, culture and communication in social relations, analyzing political processes, or influencing social behaviour?

In our master's programme, 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. Social psychological research can deliver insights on how to solve societal problems.

We examine issues like:

- stereotyping, prejudice and discrimination
- crowd behaviour
- intergroup conflict
- behaviour within social groups
- development and change of social norms
- communication within and between groups
- health behaviour

### Course examples

- Culture and diversity
- Political psychology
- Cooperation and communication
- Personal and societal change
- Designing interventions

### Career opportunities

- 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

### Application deadline

September:  
1 May

### Tuition fees (2025-2026)

EU/EEA: €2601/year  
Non EU/EEA: €21.400/year

### Duration

1 year

### Entry requirements

Bachelor degree in Psychology  
Sufficient English skills  
[www.rug.nl/masters/  
applied-social-psychology](http://www.rug.nl/masters/applied-social-psychology)  
→entry requirements

### More information

[www.rug.nl/masters/applied-social-  
psychology](http://www.rug.nl/masters/applied-social-psychology)  
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*Course titles are subject to change. Please consult the website for a current schedule of courses.*