

Applied Social Psychology

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.

Course examples

- Cultural psychology
- Managing groups
- Environmental psychology
- Health psychology
- Designing interventions

Course titles are subject to change. Please consult website for current schedule of courses.

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 deadlines

September 2021:
1 March 2021

February 2022:
1 October 2021



Tuition fees (2021-2022)

EU/EEA: €2,143/year
Non EU/EEA: €15,900/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

Applied Social Psychology
Contact programme coordinator
Contact academic advisor