



MSc Psychology: Applied Social Psychology

How can psychology contribute to solving conflicts between groups, understanding the role of culture and communication in social relations, or improving health-related behaviour? In our master's 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. Social psychological research can deliver insights on how to solve societal problems. Our sub-programme covers the following content areas:

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

An important component of this programme is an independent, academic research project reported in a Master's thesis. An internship is also an essential component of this masters. You will have the opportunity to choose in what kind of organisation you want to do your internship to complement your studies and future career interest.

Course examples

- Cultural psychology
- Diversity in Society
- Personal and societal change
- Health psychology
- 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
→entry requirements

More information

www.rug.nl/masters/applied-social-psychology
[Programme coordinator: e.h.gordijn@rug.nl](mailto:e.h.gordijn@rug.nl)
[Academic advisor: studyadvice.psy@rug.nl](mailto:studyadvice.psy@rug.nl)

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