

MSc Psychology: Applied Social Psychology

What drives people's beliefs and actions—and how can you influence real change? Discover the psychology behind today's most pressing societal challenges.

From political radicalisation to intercultural tension and group conflict, human behaviour is at the heart of society's toughest questions. In this research-driven master's, you'll gain deep theoretical insight into social psychology and learn to apply it to real-world problems.

So, what will you do in the master's track Applied Social Psychology?

- Understand how identity, norms and beliefs shape behaviour in social and political contexts
- Learn to analyse, design and evaluate behavioural interventions for societal and organisational change
- Build skills to navigate and bridge cultural differences in diverse workplaces and communities
- Master research methods that let you design, justify and carry out impactful studies
- Work on real cases and collaborate with partners to prepare for roles in research, policy, consultancy or communication
- Combine academic rigour with practical experience, giving you the skills to make meaningful impact

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
- Campaign manager/behavioural designer
- This Master's degree also qualifies students to apply for a PhD position

Application deadline

September: 1 May

Note for non-EU/EER students:
We strongly advise you to apply well before this deadline (more than 1 month) to allow enough time for visa arrangements or visa renewal.

Tuition fees (2027-2028)

EU/EEA: €2,771
Non EU/EEA: €22,800

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
Academic advisor:
studyadvice.psy@rug.nl

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