

# Health and Social Psychology

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17 November 2018



# WELCOME!

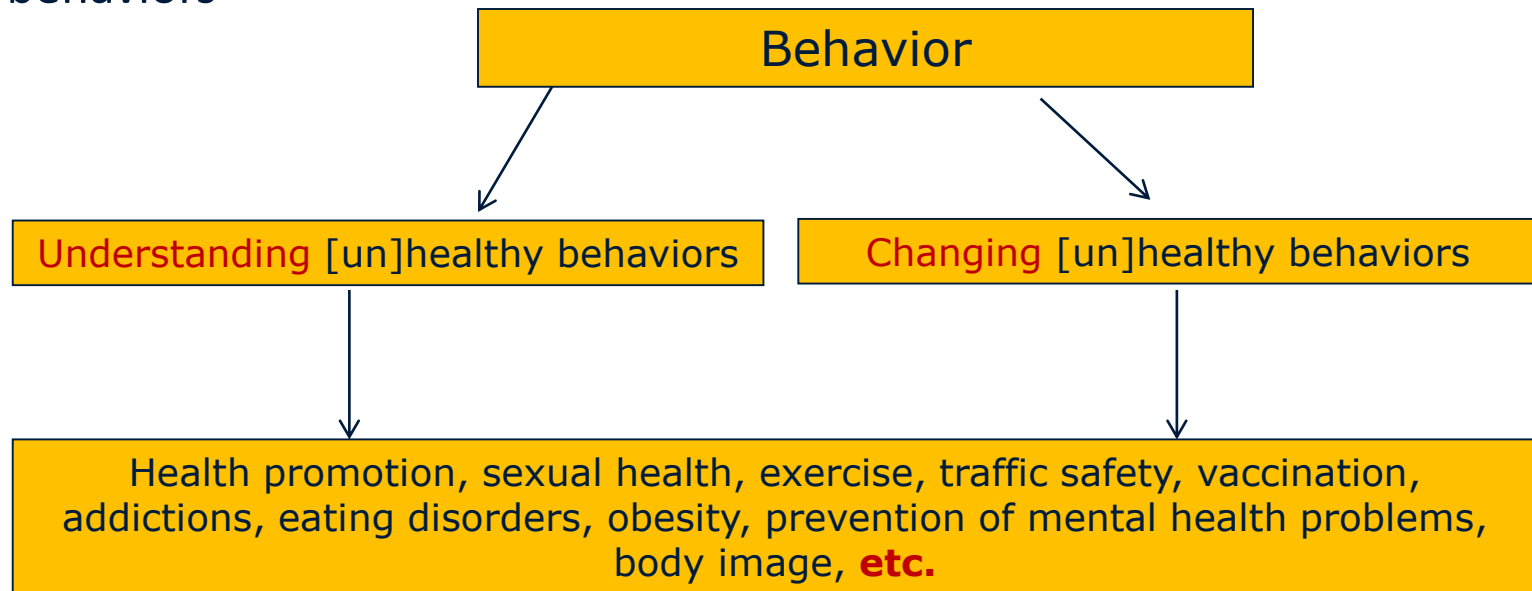
Today:

- Overview Master programme
  - Courses
  - Internship possibilities
- And after this Master?
  - Job possibilities



# Health and Social Psychology – 1 year Master

- **Master builds on Psychology Bachelor:**
  - Social psychology, clinical psychology, learning, decision-making, lab research paradigms
- **Understanding and *changing* behavior**
  - Health behaviors
  - Social behaviors



# How to understand and change behavior?

- Using very diverse methods:
  - **Quantitative research**
    - Self-report – e.g. questionnaires, online & offline
    - Behavior – e.g. reaction times, food choice
    - Neuroscientific methods such as EEG, fMRI, etc.
    - Virtual Reality Lab
    - Driving Simulator
    - Eye Tracking
    - Etc...
  - **Qualitative research**
    - In-depth interviews (one-on-one)
    - Focus group discussions
    - Self-report – open ended questionnaires, online & offline

# Master Health and Social Psychology

- Social, cognitive, and clinical psychology

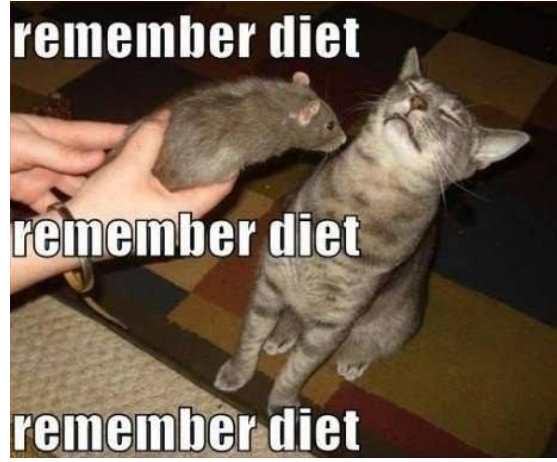
The layout of the Master:



# The core courses (5 EC each)

<b>Period 1</b>	<b>Period 2</b>
<b>Self regulation</b>	<b>Planning behaviour change programs</b>
<b>Bad Habits</b>	<b>Manipulation</b>

8 weeks part time                      8 weeks part time



- Explaining successes and/or failures of self-regulation in [un]healthy behaviors
  - Personal, social, situational factors



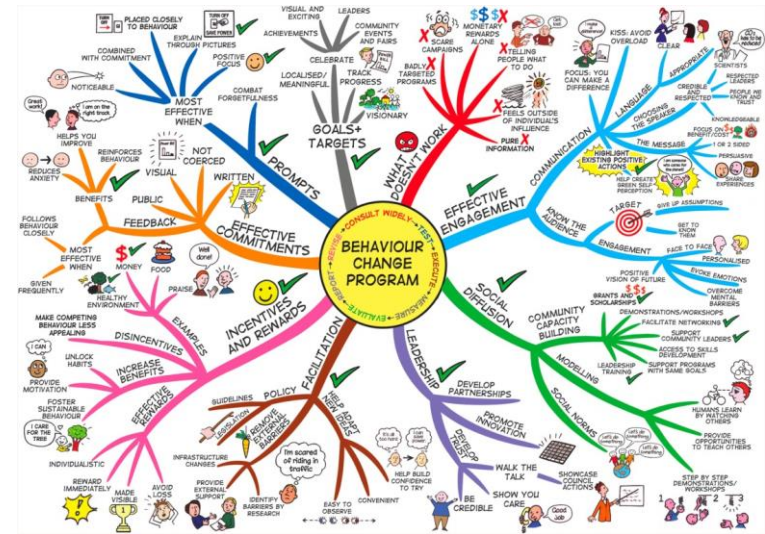


- How do [un]healthy and [un]wanted behaviors develop and endure?
  - Automatic (habitual) processes
  - Controlled processes





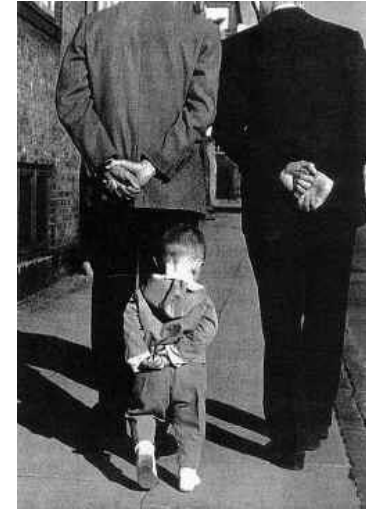
Self regulation	Planning behaviour change programs
Bad habits	Manipulation



- Designing behavior change interventions by applying social psychological theories to societal problems
  - Intervention Mapping Approach



Self regulation	Planning behaviour change programs
Bad habits	Manipulation



- It's all about social influence
  - Information processing, nudging, motivational interviewing, resisting influence, tactics & strategies, mimicry, evaluative conditioning

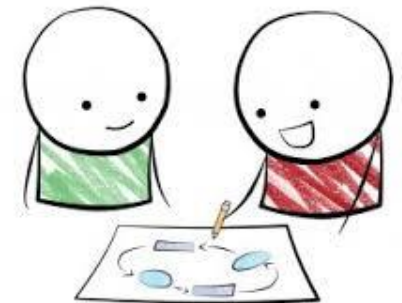


# Practical training in each course

- **Self-regulation:** be a therapist, be a client – try to change a bad habit and design a self-control intervention
- **Bad Habits:** make your own IAT (implicit association test) and conduct an experiment with it
- **Behavior Change:** use the intervention mapping approach to design an intervention to promote healthy behavior
- **Manipulation:** motivational interviewing, nudging

# January: Academic Skills & Research proposal

- Workshops and lectures to help you prepare for your internship and write your research proposal
  - Research designs
  - Writing skills
  - Applied statistics - refresher course
  - Ethics in research
  - Open science
  - Peer reviewing
  - Planning your career



# Research [internship] & Master Thesis (total 40 EC)

- Choice of topic related to health and/or social psychology:
  - At the UM or in an external institute/company, abroad
  - Applied or experimental/fundamental
  - Own idea or join ongoing research



# What kind of research can you do?

- Understanding behavior: asking 'why?'
- Changing behavior: asking 'how?'
- Healthy and unhealthy behaviors
- **REAL LIFE!**



# Where can you do your internship?

- Locally (**'internal'**) with us, at Maastricht University
  - Different labs & methods
- Or elsewhere (**'external'**) - we have an extensive (inter)national network:
  - Sexual and reproductive health in Africa (e.g. Ghana, Zambia, South-Africa)
  - Traffic safety research with Hasselt University, Belgium
  - SoaAids Nederland (Dutch speaking students)
  - Technical University Zurich (Switzerland)
  - Contacts in the UK, Finland, Australia, Germany (Bochum, Berlin, Köln), Canada.

# Okay, but what topics are possible?

Executive functions	Sport & exercise psychology	Positive psychology (ACT)	Educational psychology	Personality
Behavior change	Implicit associations	Sexuality	Serious gaming	Political psychology
Evolutionary health psychology	Reward value of food	Disgust	Prosocial motivation	Cue exposure
Intervention planning	Energy conservation	Sport psychology	Stigma & discrimination	Food and the environment
Anorexia nervosa	Intervention development	Vaccination behavior	Health promotion	Body image
LGBT issues	Intervention implementation	Public health in subsaharan africa	Impulsivity & self regulation	Obesity in adults and children
[Implicit processes in] jealousy	Applied evolutionary psychology	Maternal health	[Romantic] relationships	Dark triad of personality
Motherhood	Sexual health	Health/risk communication	Health promotion	Persuasion
Fetal alcohol spectrum disorder	Alcohol & pregnancy	Disclosure of concealable identities	Risk communication	Traffic safety
Ostracism	Neural correlates of social interaction	Models of social games	Hiv	Adolescents



# And then.. **After** this master?

- Job opportunities?
  - Consultancy
  - Policy
  - Research & lecturing
  - Health education & promotion
  - Marketing & communication
  - .....or a combination

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Questions: I'll be at the information market or join the small group session!



# More information? Contact us



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