APPLIED SOCIAL PSYCHOLOGY

AT CGU

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PART 1

PROGRAM OVERVIEW
PROGRAM AIMS

- DEVELOP KNOWLEDGE IN TWO KEY AREAS
  - SOCIAL INFLUENCE/PERSUASION/BEHAVIOR CHANGE
  - INTRA-GROUP & INTER-GROUP BEHAVIOR

- DEVELOP SKILLS NECESSARY FOR APPLICATION
  - HOW TO GO FROM THEORY TO REAL-WORLD APPLICATION
  - FAMILIARITY WITH APPLICABLE AREAS OF RESEARCH

- PROVIDE APPLICATION OPPORTUNITIES
  - DEVELOP THEORY-BASED INTERVENTIONS/PROGRAMS
  - COLLABORATE WITH STUDENTS & FACULTY RE: APPLICATION
PROGRAM OVERVIEW

PROGRAM STRUCTURE

TOTAL OF 48 UNITS OVER 2 YEARS

- **APPLIED RESEARCH METHODS (22 UNITS)**
  - RESEARCH METHODS (4)
  - STATISTICS SEQUENCE (8)
  - EVALUATION SEQUENCE (10)

- **FOUNDATIONS & PRINCIPLES OF CHANGE (8 UNITS)**
  - OVERVIEW OF SOCIAL PSYCH (4)
  - APPLYING PRINCIPLES OF SOCIAL/BEHAVIOAL CHANGE (4)

- **GROUP BEHAVIOR & INTERVENTION DEVEL (8 UNITS)**
  - APPLYING PRINCIPLES OF GROUP INFLUENCE (4)
  - INTERVENTION DEVELOPMENT (4)

- **ELECTIVES (10 UNITS)**
PART 2

AFTER THE MA
WHAT ARE GRADUATES TRAINED TO DO?

THE “TOOLBOX” PT 1

- METHODS & STATISTICS
  - UNDERSTANDING OF THE SCIENTIFIC METHOD
  - DESIGN A VALID RESEARCH STUDY
  - DESIGN A VALID PROGRAM EVALUATION
  - CONDUCT STATISTICAL ANALYSES
  - INTERPRET RESEARCH & EVALUATION RESULTS
WHAT ARE GRADUATES TRAINED TO DO?

THE “TOOLBOX” PT 2

- KNOWLEDGE TRANSLATION
  - REVIEW APPLICABLE KNOWLEDGE DOMAINS
  - DEVELOP A THEORY-BASED INTERVENTIONS FOR REAL SETTINGS
  - COLLABORATE IN A GROUP/TEAM SETTING
  - EFFECTIVELY COMMUNICATE YOUR IDEAS & FINDINGS
  - MAKE AN EFFECTIVE IMPACT ON THE WORLD
    - PERSUASIVE COMMUNICATION CAMPAIGNS
    - PERSUASIVE EVENTS/PROGRAMS
    - INCREASE GROUP COHESION
    - DECREASE INTRA- AND INTER-GROUP CONFLICT
WHAT KINDS OF JOBS DO GRADUATES HAVE?

- LOCAL HEALTH SYSTEMS
  - PROGRAM DEVELOPMENT, RESEARCH ANALYST

- CENTERS FOR DISEASE CONTROL (CDC)
  - PROGRAM DEVELOPMENT, PROGRAM EVALUATION

- COUNTY SOCIAL SERVICES
  - PROGRAM DEVELOPMENT, RESEARCH ANALYST

- UNIVERSITIES
  - RESEARCH COORDINATOR, INSTITUTIONAL RESEARCH

- NFL – RESEARCH ANALYST/MARKET ASSESSMENT

- GAMING
  - USER EXPERIENCE, MARKET RESEARCH
CONCLUDING THOUGHTS

OUR APPLICANTS
STUDENT QUALITIES

WHAT KINDS OF STUDENTS APPLY TO OUR PROGRAM?

- THEY WANT TO MAKE A DIFFERENCE IN THE WORLD
- THEY HAVE AN APPRECIATION FOR SCIENCE
- THEY WANT TO GAIN USABLE KNOWLEDGE & SKILLS
- THEY HAVE DIVERSE REAL-WORLD EXPERIENCES