



Claremont
GRADUATE UNIVERSITY

APPLIED SOCIAL PSYCHOLOGY

AT CGU

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PART 1

2

PROGRAM OVERVIEW



PROGRAM OVERVIEW

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□ 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

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□ 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



AFTER THE MA

6

□ 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



AFTER THE MA

7

□ 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



AFTER THE MA

8

□ 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

10

- ❑ **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