Graduate Programs &
Applied Careers in Psychology

Kathy Pezdek (Kathy.Pezdek@cgu.edu)

https://www.cgu.edu/academics/program/applied-cognitive-psychology-user-experience/
Psychology Majors are Highly Marketable. I’m Talking about YOU!

If you have taken a wide range of rigorous psychology courses along with courses in other STEM fields,

You have well-developed quantitative skills
You are a polished writer
You are comfortable with technology
You are an independent critical thinker

What more could an employer want?!
Options for Graduate Study in Psychology

For those of you interested in Experimental Psychology
You have lots of options in research positions.

Applied Cognitive Psychology - Kathy Pezdek
Applied Social Psychology - Eusebio Alvaro

Graduate program options for Ph.D. or MA
YOU DO NOT NEED A PH.D. FOR AN INTERESTING & LUCRATIVE JOB IN PSYCHOLOGY

Within the field of Applied Cognitive Psychology:

Claremont Graduate University’s Program in
Applied Cognitive Psychology: User Experience

- 2-year MA program
- Internship in Summer between years 1 and 2
- If you focus on developing a portfolio while you’re in the program, you’ll get a good job right afterward
Salary Expectations in UX

Average base salary in Los Angeles
~ $120k

Compare to a Clinical Psychologist (PhD)
~ under $100k

(builtinla.com)
Applied Cognitive Psychology

Cognitive Psychology

The study of internal mental processes—all the things that go on inside your brain, including perception, thinking, reasoning, problem solving, memory, attention, language, decision making, and learning.
What is User Experience Research?

• The practice of studying user interactions to help with the design of people-first products and experiences

• An empirical approach that puts human needs, cognitive capabilities, and behavior first, and then designs to accommodate them

• Design what?

  Everything!

  Products, Devices, Apps, Websites, games, use of spaces, etc. etc.
Who Hires UX Researchers? UX Research in Different Industries

- Start-ups
- Tech
- Game companies
- Finance
- Big Data
- Healthcare
- Government
- International opportunities
What do UX researchers do?

Discovery

Execution

Testing
Discovery

User Interviews

Personas

Journey Maps
Execution - Usability Studies

- Uncover problems in the design
- Discover opportunities to improve the design
- Learn about user’s behavior and preferences
Testing

Quantitative
A/B Testing
Benchmarking
Surveys
PERFORMANCE OF GAMES ON MOBILES
YOU DECIDE: GOOD OR BAD UX?

WHICH BOTTLE IS THE CONDITIONER?
Curriculum

Cognitive Psychology (8 units)
- Applied Cognitive Psychology (4 units)
- Cognition (4 units)

User Experience (8 – 12 units)
- User Experience Design & Strategy (4 units)
- Interaction Design and Usability Testing (4 units)
- Independent Study: Field Internship (0 – 4 units)

Statistics & Research Methods (12 units)
- Research Methods (4 units)
- Intermediate Statistics (2 units)
- Analysis of Variance (ANOVA) (2 units)
- Applied Multiple Regression (2 units)
- Categorical Data Analysis (2 units)

Electives in Cognitive Psychology, Methods, and Related Fields (16-20 units)
You are encouraged to take elective courses in advanced methods and statistics as well as in cognitive psychology. You are also able to benefit from related courses offered by the Center for Information Systems & Technology, including programming courses. Electives are selected based on your interests and with the approval of your academic advisor. Popular electives include:

- Advanced Qualitative Research Methods
- Knowledge Discovery and Data Mining
- Design Methods and Tools
- Internet of Things
Some Books

- **UX Strategy** by Don Norman
- **The Design of Everyday Things** by Don Norman
- **Thinking, Fast and Slow** by Daniel Kahneman