

Psychology: MA, PhD

Applied Social Psychology

Graduate study in Applied Social Psychology at the University of Guelph is designed to prepare students for applied research careers in a wide range of settings. Our program is best suited to those students who wish to investigate social processes and problems of significance to the general community and to specific groups, for example, problems in the areas of aging, health, law, inequality, community services, work, minorities, ethnic groups, and gender.

Our program is distinguished from other social psychology programs by the following features:

Choice of Program Emphasis

Our program includes a balance of theory, methods, and applications. Students have the flexibility to emphasize one of two broad goals: research/practice (e.g. working in community agencies, government, consulting firms, foundations, and hospitals) or research/academics (i.e., working in universities and colleges).

Diverse Methods

Faculty members employ diverse research strategies to answer questions related to social problems and social issues. Both qualitative and quantitative analyses are conducted, using methods that involve community and cross-cultural surveys, archival research, interviews, observation, naturalistic study, program evaluation, and experimental studies.

Practica and Consulting Experience

Our graduate students are employed in a number of applied settings where they conduct research, design intervention programs, and take part in consulting work. Practicum placements offer an opportunity for skill-acquisition and refinement, for developing professional contacts, and for applying scientific knowledge to the needs and demands faced by the host settings. Students in our program may also participate in consulting work, for example, at the Centre for Families, Work and Well-Being.

Admission Requirements:

- Honours BA or BSc (or equivalent) in Psychology/affiliated field (minimum B+)
- A breadth of psychology courses
- Senior honours thesis project or senior research project equivalent
- Intention to proceed to the PhD
- Submission of a Graduate Record Exam (GRE) General. The Subject (Psychology) test is not required, but it is recommended for international applicants or those without a background in psychology.



**To discuss the Applied Social Psychology program,
contact: Jeffery Yen, jyen@uoguelph.ca**



Over the years, our PhD graduates have been successful in obtaining faculty positions at universities and research positions at public health agencies, foundations, and consulting groups.

Faculty Members

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