Applied Cognitive Psychology

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Universiteit Leiden The Netherlands

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Program Today

- Choosing a **master**
- **Why** we offer the master ACP
- Our **approach**
- The ACP **program**
- Potential **careers**
- In **Leiden**
- Questions

Dr. Pascal Haazebroek

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Choosing a Master

- You (almost) have an academic **Bachelor's** degree
- Now transitioning towards society
- Chances on the job market
- Having expertise that is valued
- Having skills that are required
- Doing what you find interesting

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~~APA styles~~

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- **Feb / sep 2018?**

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Why we offer ACP

- Brain and **Cognition**
- Valued by society
- Theory & methods
- Enhancement: brain
- Ergonomics: context
- Examples

Perception
Attention
Understanding
Remembering

Decision Making
Motivation
Emotion
Action planning

Expertise we **have** from fundamental research; let's **apply**

Why we offer ACP

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Productivity, learning, safety, enjoyment, stress-free, motivation, creativity, flow ...

Why we offer ACP

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Scientific foundation, **evidence** based claims

Why we offer ACP

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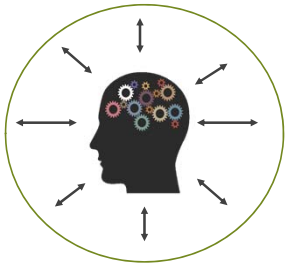

Two perspectives: the **brain**, and its interactions with the **context**

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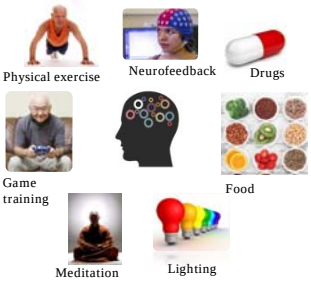

Improving how the **brain** itself works: creativity, focus, flexibility, ...

Why we offer ACP

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- Examples

'Brain friendly' **interactions**: avoid **errors**, reduce **risk**, incite **motivation**, optimize **learning**, streamline **performance**

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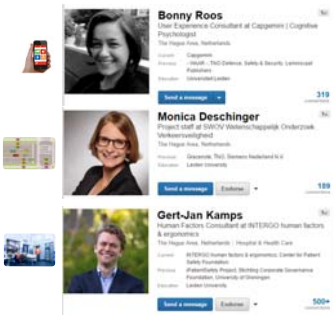

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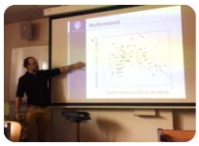
Our Approach

- Theory
- Methods
- Companies in courses
- Skills beyond academics
- Practical internships
- Applied thesis projects



Theoretical **foundations** and **empirical** research

Our Approach

- Theory
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Questionnaires

Behavioral Measurements

Brain interfaces

Robotics

VR

Eye tracking

App design

Our Approach

- Theory
- Methods
- **Companies** in courses
- Skills beyond academics
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Visit companies**, experience** their labs, **grow** your network, **share** your results

Our Approach

- Theory
- Methods
- **Companies** in courses
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Planning projects and **writing** business reports

Presenting results to consultants and new ideas to CEO's

Our Approach

- Theory
- Methods
- **Companies** in courses
- Skills **beyond** academics
- **Practical** internships
- **Applied** thesis projects

Social robots for children with diabetes (TNO)

Information **dashboards** for GP's (Pharmo)

Improving **traffic safety** (SWOV)

Cognitive training with **serious games** (Dezzel)

Our Approach

- Theory
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- **Companies** in courses
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Visit **Experience centers** and **symposia**

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The ACP Program

- Human Potential Research (5EC)
- Human Potential Applications (5EC)
- Art of Applying Psychology (5EC)
- Human Computer Interaction (5EC)
- Suggested elective: Decision Making (5EC)
- Free elective (5EC)

- Internship (10EC)
- Master thesis project (20EC)

Degree
- MSc in Psychology (professional)

Type of program
- Full-time
- 60 EC

1 year, starts in
- September
- February

Nr of students
~ 40 / year

Requirements
- BSc in Psychology
- Applied Cognitive Psychogy course or similar

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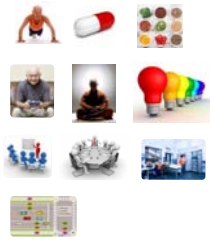

Guido Band
Cognitive Enhancement

Kerwin Olfers
Cognitive training

State of the art
applied research + skills

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Air trafic

Night shift work

Medical training

Applications and **case studies** in real-world **domains**

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Teamwork

Budgeting

Project proposals

Presenting proposals to CEO's

Jop Groeneweg
Consultancy
TNO Research

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Apps and software
Human-robot interaction
User testing
Innovation
Designing Prototypes
Real world projects
Project reports
Presenting results to **consultants**

Pascal Haazebroek
User Experience
Innovation in learning

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Judging
Game Theory
Witness
Courtroom
Medical

Fenna Poletiek
Psychology in the courtroom

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You decide!
Applied Data Analysis
e-Health Care
Motivation, Power, Leadership
Environmental Psychology

Full list see e-study guide; or **outside** of Leiden University (example: TU Delft)

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Practical Internships at **companies** and **research** departments

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Training for surgery, Gamification of medical research
Improving situation awareness in pilots
Optimizing sleep quality with light
Dead-angle accidents with trucks and bikes
Memory cues in online marketing
Serious games to train cognition
Social robots in the elderly care

Applied research projects, **external** or **internal**

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Potential Careers

- Human factors consultant
- Behavior expert serious games
- Project staff at SWOV
- Marketing researcher
- Project manager
- Test engineer
- Stategy consultant
- Business intelligence consultant
- Medior R&D researcher
- Procedures architect air traffic control
- PhD candidate traffic safety
- User experience consultant
- Senior scientist
- Head of user experience R&D
- HR manager
- Rijkstrainee

advise – behavioral strategy – consulting – management

Alumni: careers after this master

*"The focus on **applying** theoretical knowledge to **real life** cases it gave me the necessary **skills** to start my **career**."*

Youp van veen (Metrixlab, Rotterdam)

*"The specialisation is very **practical** by nature. It features **consultancy-like** team assignments. If you like, you can even do you **internship abroad**. Fun and useful stuff!"*

Maurits van der Heusden (NeuroInsight, UK)

*"The nicest thing about the master was the **practical** part where we could **experience from close up** what the possibilities were after the master. What surprised me the most is the **diversity of topics** one master specialisation can hold."*

Irene Chan (Exact software, Delft)

ACP In Leiden

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Topics
Brain / evidence based
Ergonomics & Enhancement

Methods
Advanced research methods

Internships, assignments
Close to many companies
(Rotterdam, Amsterdam, Utrecht)

Questions?

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More information?
- 'Meet & greet' @ground floor
- ACP students + alumni

Student for a day @ ACP
- November 21st, 2017
- 10-14 hrs.
- Register!

Feel free to contact:

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