


# Applied Cognitive Psychology

Registration Day August 29<sup>th</sup> 2019




Dr. Pascal Haazebroek  
Kerwin Olfers MSc


Discover the world at Leiden University

## Program Today

- Welcome to the **Master ACP**
- **People** involved
- The **ACP program**
- Optimal **strategy**
- **Important** procedures
- More **information**
- What to do **now**
- Questions?
- This afternoon: **drinks!**



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Welcome (back) !

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## Welcome to ACP

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



Perception    Decision Making  
Attention      Motivation  
Understanding    Emotion  
Remembering    Action planning

LIBC


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






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## Welcome to ACP

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





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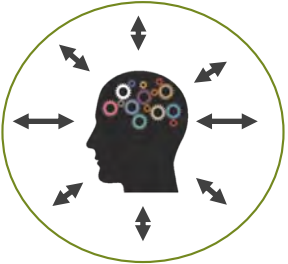



Scientific foundation, **evidence** based claims

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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, ...

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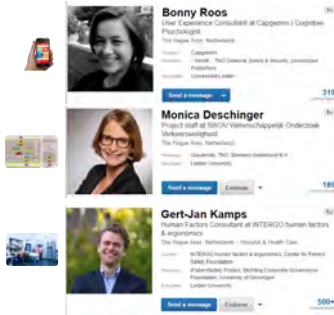


'Brain friendly' **interactions**: avoid **errors**, reduce **risk**, incite **motivation**, optimize **learning**, streamline **performance**

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## Welcome to ACP: our approach

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







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

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## Welcome to ACP: our approach

- Theory
- Methods
- Companies in courses
- Skills beyond academics
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## Welcome to ACP: 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

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## Welcome to ACP: our approach

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**Planning** projects and **writing** business reports

**Presenting** results to consultants and new ideas to CEO's

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## Welcome to ACP: 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)

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## Welcome to ACP: our approach

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



Visit **Experience centers** and **symposia**




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## People involved

	Prof. Sander Nieuwenhuis Chair CP		Dr. Pascal Haazebroek Coordinator ACP		Dr. Jop Groeneweg Lectures
	Prof. Bernhard Hommel		Kerwin Olfers MSc Mentor ACP		Dr. Fenna Poletiek Lectures
	Dr. Guido Band General coordinator	<i>And many more!</i>			

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## Mentor & Secretariat



**Kerwin Olfers MSc**  
2B16  
Mentor ACP

- Mentor Appointments
- Invited by email for start-interview
- Questions regarding courses, thesis, internship, personal matters etc.




**Secretariat**

- 2B07

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## Student representatives



**Evi van Moll**

- Represents ACP students in MOC (master program committee)
- Discuss educational affairs at master level


VACANCY



**Lars Arholm**

- ISP
- Represents ACP students in *international* MOC

VACANCY



**Bas Vegt**

- Cognitive Psychology Board
- Internal affairs of the CP unit

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## Student representatives

### Master Opleidings Commissie (MOC)

Goal: Improve education  
Teacher and student collaboration




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## Student representatives

### Master Opleidings Commissie (MOC)

Student Representative:

- MOC meetings once a month on Monday 15-17h
- Student/Teacher meetings once a month before each MOC meeting
- Student body meetings approximately twice a month



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## Student representatives

### Master Opleidings Commissie (MOC)

**Vacancy:**

- Are you able to read and speak Dutch?
- Are you available until July?
- Are you enthusiastic about improving your education?

**Become a MOC member!**

**September 9th: email with more info**

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## Student representatives

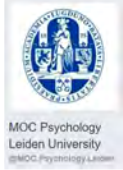
### Master Opleidings Commissie (MOC)

**Follow the MOC online**

Facebook: "MOC Psychology Leiden University"

*Don't hesitate to contact the student representatives with positive or negative feedback about the master!*

Email: [mocpsychology.students@fsw.leidenuniv.nl](mailto:mocpsychology.students@fsw.leidenuniv.nl)



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## Who to contact?

### Situation

Any problems with a course → **course coordinator**

- > Issue with exam and not resolved? → **Exam** committee
- > Other issue and not resolved? → **MOC** student representative

Anything regarding education → **MOC** student representative  
 Anything international-specific → **ISP** representative

If you don't know who to contact regarding an issue, the **MOC** representative can help you out!

NB: Fill out the **evaluation forms** after every course

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## The ACP Program

- Evidence based Cognitive Enhancement (5EC)
- Improving Human Performance in Practice (5EC)
- Art of Applying Psychology (5EC)
- Psychology of Digital Design (5EC)
- Free electives (2x 5EC)

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

### Degree

- MSc in Psychology (professional)

### Type of program

- Full-time
- 60 EC

### 1 year, starts in

- September
- February

## The ACP Program

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Guido Band  
Cognitive Enhancement

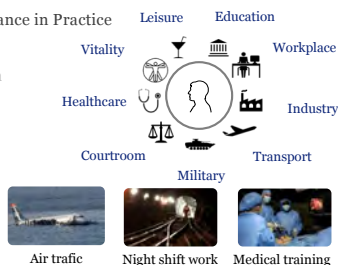
Kerwin Olfers  
Cognitive training

Theoretical foundations  
Evidence based

## The ACP Program

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



## The ACP Program

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









Jop Groeneweg  
Consultancy  
TNO Research

## The ACP Program

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**Pascal Haazebroek**  
User Experience  
Innovation in learning














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## The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Free electives (2x)
  - Decision making
- Internship
- Master thesis project
- Colloquia

**You decide!**











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## The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Free electives (2x)
  - Decision making
- Internship
- Master thesis project
- Colloquia

**Fenna Poletiek**  
Psychology in the courtroom

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## The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Free electives
- Internship
- Master thesis project
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**Practical Internships at companies and research departments**

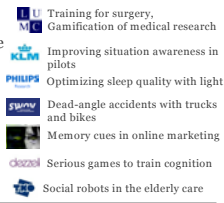



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## The ACP Program

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**Applied research projects, external or internal**

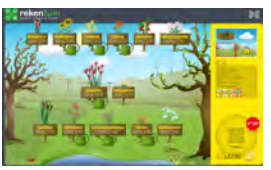
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## The ACP Program

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**Interesting talks from other institutes / companies**

**See Blackboard**









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- Questions?

## Optimal strategy

- Block 1
  -  AoAP (5 EC)
  -  ECE (5 EC)
- Block 2
  -  HPP (5 EC)
- Block 3
  -  PDD (5 EC)
- Block 4
  -  Thesis (20 EC)
  -  Internship (10 EC)

## Optimal strategy

- Block 1
  -  AoAP (5 EC)
  -  ECE (5 EC)
  -  Motivation, Power, Leadership (5)
- Block 2
  -  HPP (5 EC)
  -  Applied Data Analysis (5)
  -  Environmental Psychology (5)
- Block 3
  -  PDD (5 EC)
  -  Applied Data Analysis (5)
  -  e-Health Care (5)
- Block 4
  -  Decision making (5)

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## Important procedures

1. You have to **register** for each **course** (even mandatory courses; please check)
2. You **also** have to **register** for each individual **exam!**
  - Until 10 days before the exam; you cannot do exams without registration!
3. Written reports are always checked for **plagiarism.**
  - Consult **Blackboard** course module for submission guidelines.
4. In general, for workgroup sessions presence is typically **mandatory**
  - Consult **Blackboard** course module for course specific rules
5. Some course have **exams**, some **assignments** or small **tests** only
  - Consult **Blackboard** course module / first lecture for course-specific information
6. Two months before finishing your masters, **apply** for **graduation** (usis)

## Important procedures (2)

1. **Master thesis** project options are presented in October (Master thesis day)
  - You can apply for a project in October, followed by a matching procedure
  - Alternatively, you try to arrange an external project yourself and find a suitable university supervisor
  - More info in October and on Blackboard (also previous internal projects etc)
2. **Internship** is on your own initiative
  - Find and contact an organisation, find a suitable university supervisor
  - Agree on a project / role
  - Write internship working plan (learning goals etc)
  - Start internship
  - More info in October and on Blackboard (video clips!)

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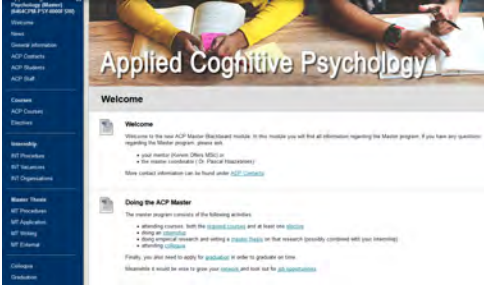
## More information: Thesis & Internship session



- **October (TBA)**
- Presence mandatory
- Internal thesis projects presentation
- How to start an internship
- Social event: drinks!

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## More information: Blackboard



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- 1. Check usis for semi enrollment. If not enrolled, register for (13-15h, 1A26, 1A46):**
  - Art of Applying Psychology
  - Evidence based Cognitive Enhancement
    - Lectures, workgroup (choose)
  - Improving Human Performance in Practice
    - Lectures, workgroup (choose)
- 2. Choose and register for electives**
  - Applied Data Analysis (limited !!) (lecture, workgroup)
  - Motivation, Power, Leadership
  - Environmental Psychology

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## This Afternoon: ACP Drinks!

- Get to know ACP students!
- Time: **16:45**
- Location: De Eeuwige Student
  - Wassenaarseweg 1, at roundabout
  - 1 minute walk...
- Great if you join us!



## Thank you and good luck!

- Ensure you are registered for semester 1 (semester 2 in January)
- Electives (1x or 2x)

### More information?

- Blackboard (soon!)

### Today, 16:45 ACP Drinks!!

- Get to know ACP students
- Location: De Eeuwige student



### More questions? We're here!



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