Program Today

- Choosing a master
- Why we offer the master ACP
- Our approach
- The ACP program
- Potential careers
- In Leiden
- Questions
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
• Start career with what you find **interesting**
Choosing a Master

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• **sep 2020 / feb 2021**?
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Why we offer ACP

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

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

Discover the world at Leiden University  Master ACP
Why we offer ACP

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

Productivity, learning, safety, enjoyment, stress-free, motivation, creativity, flow …
Why we offer ACP

- Brain and **Cognition**
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- Enhancement: brain
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- Examples

**Scientific** foundation, **evidence** based claims
Why we offer ACP

- Brain and Cognition
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- Examples

Two perspectives: the brain, and its interactions with the context
Why we offer ACP

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

Improving how the **brain** itself works: creativity, focus, flexibility, ...
Why we offer ACP

- Brain and Cognition
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‘Brain friendly’ *interactions*: avoid errors, reduce risk, incite motivation, optimize learning, streamline performance
Why we offer ACP

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- Examples
Health and safety aspects new building Diaconessenhuis Leiden (hospital)
Client: Diaconessenhuis Leiden
Sector: Healthcare

The hospital Diaconessenhuis Leiden constructed a new building. A Health and Safety Service-scan was performed on the current plans and drawings of the building (including the drawings of the interior).

The drawings were checked on potential problems based on the Health and Safety Act (in particular article 3). This scan was of course limited to those aspects that could be judged via the plans and drawings. These aspects mainly include the building and fixed interior, all kinds of organizational aspects and non-fixed interior are thus not part of the scan.

The scan has been performed with the relevant modules of the Inspection Method Working Conditions (IMA). The provided advice fits in with the Program of Demands as much as possible. Nonetheless all problems were identified, even though the solution of those problems might have been very difficult in the phase of the project at that time. Advice for solutions was provided where possible.

Contact us about this project
Our Approach

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

Theoretical **foundations** and **empirical** research
Our Approach

• Theory
• Methods
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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
- Practical internships
- Applied thesis projects

Visit companies, *experience* their labs, *grow* your network, *share* your results
Our Approach

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

**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

Examples:

- Social robots for children with diabetes (TNO)
- Improving traffic safety (SWOV)

Information dashboards for GP’s (Pharmo)

- Cognitive training with serious games (Dezzel)
Our Approach

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

Visit *Experience centers* and *symposia*
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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)

• 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
~ 50 / year

Requirements
• BSc in Psychology
• Applied Cognitive Psychology course or similar
The ACP Program

- **Evidence** based Cognitive **Enhancement**
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
- Free elective

- Internship
- Master thesis project

Guido Band  
Cognitive Enhancement

Bryant Jongkees  
Neuromodulation

State of the art  
**applied** research + skills
The ACP Program

- Evidence based Cognitive Enhancement
- **Improving** Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
- Free elective

- Internship
- Master thesis project

Guido Band  
Cognitive Enhancement

Jop Groeneweg  
Consultancy TNO Research

Applications and case studies in real-world domains

Discover the world at Leiden University  
Master ACP
The ACP Program

• Evidence based Cognitive Enhancement
• Improving Human Performance in Practice
• Art of Applying Psychology
• Psychology of Digital Design
• Suggested elective: Decision Making
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Jop Groeneweg
Consultancy
TNO Research

Teamwork
Project proposals
Presenting proposals to CEO’s
Budgeting
The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
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- Internship
- Master thesis project

Pascal Haazebroek
User Experience
Innovation in learning

Apps and software
Human-robot interaction

User testing
Innovation
Designing Prototypes

Real world projects
Project reports
Presenting results to consultants
The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
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- Suggested elective: Decision Making
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Fenna Poletiek
Psychology in the courtroom

Game Theory
Witness

Courtroom
Medical
The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
- **Free** elective
- Internship
- Master thesis project

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)
The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
- Free elective

- Internship
- Master thesis project

Practical Internships at companies and research departments
The ACP Program

- Evidence based Cognitive Enhancement
- Improving Human Performance in Practice
- Art of Applying Psychology
- Psychology of Digital Design
- Suggested elective: Decision Making
- Free elective

- Internship
- Master thesis project

Applied research projects, external or internal

Discover the world at Leiden University  Master ACP

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

#### Start in September

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<thead>
<tr>
<th>Block 1</th>
<th>Block 2</th>
<th>Block 3</th>
<th>Block 4</th>
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<tbody>
<tr>
<td>ECE (4h)</td>
<td>HPP (4h)</td>
<td>PDD (4h)</td>
<td>(elective) (2h)</td>
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<tr>
<td>AoAP (4h)</td>
<td>(elective) (2h)</td>
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<td>(elective) (2h)</td>
<td>Thesis</td>
<td>Thesis</td>
<td>Internship</td>
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<td><strong>(6h)</strong></td>
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#### Start in February

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<tr>
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<td><strong>(6h)</strong></td>
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<td><strong>(8h)</strong></td>
<td><strong>(6h)</strong></td>
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</tbody>
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**Contact hours / week (lectures, workgroups)**

**Excluding:**
- Team meetings
- Supervisor meetings
- Field trips
- Examination
- Internship
- Thesis lab sessions

**Note:** you only need 2 electives
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Potential Careers

- Human factors consultant
- Behavior expert serious games
- Project staff at SWOV
- Marketing researcher
- Project manager
- Test engineer
- Strategy 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
- Rijkstraneen

advise – behavioral strategy – consulting – management

Discover the world at Leiden University  Master ACP
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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Thank you and good luck!

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More information?
- ‘Meet & greet’ @ground floor
- Talk to ACP students

Student for a day @ ACP
- Register online or @ground floor!

Feel free to contact:

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Mr. Mirthe Haas  
mhaas@fsw.leidenuniv.nl  
for students with **non-Dutch** BSc