

Applied Social Psychology

In psychology, you conduct research not just to reach an expected conclusion but to expand your knowledge about psychology and understand how to apply it to improve the lives of others.

Throughout this lab course, several studies have been used to highlight and explain the research aspects of various concepts of social psychology. You would have noticed that each of these research studies had some application in real-life situations. The challenge is to understand how to use the findings from these research studies in applied settings. This is the premise behind translational research, which looks at the application of research in a more direct and efficient manner.

Translational research focuses on the practical applications of scientific discoveries. In this research, students and researchers study diseases at a molecular level and then progress to the clinical or population level. New tools are provided to clinicians to be used on patients and their impact is assessed later, resulting to major observations and investigations.

View the PDF transcript for [Translational Research](#)
[\(media/week10/SU_PSY3011_Translational_Research.pdf\)](#)

Although translational research is a common practice in the medical field, such as in clinical trials, the use of translational research in clinical psychology is still rare. See linked document for a study conducted by Tashiro and Mortensen to understand how social psychology can improve psychotherapy through translational research.

See the linked document for a Nonclinical Perspective on applied social psychology.

Additional Materials

View the PDF transcript for [Applied Social Psychology Clinical Perspective](#)
[\(media/week10/SUO_PSY3011%20Applied%20Social%20Psychology%20Clinical%20Perspective.pdf\)](#)

View the PDF transcript for [Applied Social Psychology Nonclinical Perspective](#)
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