

# Postgraduate Certificate

## Anthropology and Social Psychology





## Postgraduate Certificate Anthropology and Social Psychology

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/psychology/postgraduate-certificate/anthropology-social-psychology](http://www.techtitute.com/us/psychology/postgraduate-certificate/anthropology-social-psychology)

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# 01

# Introduction

The humans beings, as social beings, see their development determined by the interaction with other individuals and by the environments that surround them. The rapid evolution of these has created different paradigms that the psychologist must know in order to carry out an intervention that takes into account all these essential factors. In this training we offer you a precise and totally current compendium of all the aspects that the psychologist needs to practice successfully at the present time. An opportunity that you cannot miss if you want to be competitive in the demanding labor market.







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*Incorporate to your capacity of intervention all the novelties and the forms of work contrasted by their quality, in Anthropology and Social Psychology, with an incomparable Postgraduate Certificate in the online teaching market”*

This Postgraduate Certificate is a complete tour of the different aspects that are developed in Anthropology and Social Psychology. A training created by experts in the field that will show you the different theories and approaches giving you the tools you need to face any therapeutic situation in this subject. For this, you will have a teaching faculty that stands out for its extensive professional experience in the different fields in which psychology has developed and in different sectors of the population.

Throughout this program, you will learn the current and newest approaches on this topic. We will not only take you through the theoretical knowledge we offer, but we will introduce you to another way of studying and learning, one which is simpler, more organic and more efficient. We will work to keep you motivated and to develop your passion for learning, helping you to analyze and to develop critical thinking skills.

A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level.

This **Postgraduate Certificate in Anthropology and Social Psychology** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of 100 practical cases presented by experts
- ♦ The graphic, schematic, and practical contents provide students with scientific and practical information on the disciplines that are essential for Psychologist
- ♦ New developments and innovations in the different areas of psychology
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Special emphasis on cutting-edge methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*An educational program created for professionals who aspire for excellence, and that will enable you to acquire new skills and strategies easily and effectively”*

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*An approach that is totally focused on capacitative effectiveness, which will allow you to learn in a real, constant and efficient way”*

*Forget the obsolete ways of studying the traditional way and make your learning easier and more motivating.*

*This Postgraduate Certificate makes a difference in the labor market by placing you among the most qualified professionals.*

It includes a very broad teaching staff made up of experts in psychology, who share their work experience in this program, as well as recognized specialists from leading communities and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professionals will be assisted by an innovative interactive video system developed by renowned experts in psychology.



# 02

# Objectives

The objectives of this program have been established as a guide for the entire specialization with the specific mission of offering students a very intensive program that will really boost their professional progression. A journey of personal growth that will take you to the top in your intervention as a psychologist.





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*This training will give you the boost your career needs by providing you with the up-to-date and comprehensive development that will enable you to perform as one of the best professionals in the industry”*



### General Objective

- ♦ Train qualified professionals in this area, who can intervene with real working capacity and with optimal results, supported by the most updated and useful theoretical and practical knowledge for their profession



*This Postgraduate Certificate is aimed at all psychologists who want to achieve a high level of specialization in Anthropology and Social Psychology”*







## Specific Objectives

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### Module 1. Social Psychology

- ♦ Describe and measure interaction processes, group dynamics, and group and intergroup structure
- ♦ Describe and measure organizational and inter-organizational (and intergroup) interaction processes, dynamics and structure
- ♦ Identify organizational and inter-organizational problems and needs
- ♦ Analyze the context in which individual behaviors, group and organizational processes are developed
- ♦ Prepare oral and written reports
- ♦ Know the theoretical framework of reference aimed at evaluating and modifying the psychosocial and cognitive processes involved in individual behavior
- ♦ Possess the ability to interpret social data and indicators in their relation to the human compartment
- ♦ Understand human behavior from the individual and collective point of view
- ♦ Justify why human behavior is less rational than assumed, addressing the social concepts of leadership, influence and collective behavior

### Module 2. Anthropological Models in Psychology

- ♦ Possess knowledge about the persons and the societies in which they develop
- ♦ Contrast with the different anthropological schools that are presented
- ♦ Learn basic knowledge derived from philosophical anthropology, cultural anthropology, and ethnology
- ♦ Describe the timeline of the dynamics occurring in the person of anthropology
- ♦ Learn how the person is a creation of culture and a creator of culture and the specific role of psychology in this regard
- ♦ Understand cultural differences and their contributions to a broader understanding of the person and society

03

# Course Management

The program includes in its teaching staff reference specialists in Anthropology and Social Psychology who pour into this specialization the experience of their work. Additionally, other recognized specialists participate in its design and preparation, which means that the program is developed in an interdisciplinary manner.







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*Learn from leading professionals, the latest advances in procedures in the field of Anthropology and Social Psychology”*

## Guest Director



### Ms. Peña Granger, Mercedes

- ♦ Head of Adult Psychiatry Nursing Unit at Gregorio Marañón Hospital. Madrid
- ♦ Diploma in Nursing from the Complutense University of Madrid
- ♦ Diploma in Psychosomatic Nursing from the Complutense University of Madrid
- ♦ Degree in Social and Cultural Anthropology Complutense University of Madrid
- ♦ Degree in Nursing Rey Juan Carlos University
- ♦ Mental Health Specialist. Ministry of Health
- ♦ Master's Degree in Humanization of Health Institutions

## Guest Professors

### Ms. Cunillera Llorente, Alicia Hatshepsut

- ♦ Psychiatric Hospitalization Unit (PHU) - Adolescent Psychiatry Unit (Hospitalization - UADO) U.G.H H.G.U. Gregorio Marañón
- ♦ Personality Disorders Unit and Hospital Treatment and Rehabilitation Unit. San Miguel Clinic (Hermanas Hospitalarias)
- ♦ Personality Disorders Unit. Dr. Rodríguez Lafora Hospital
- ♦ Brief Psychiatric Hospitalization Unit (UHB). H.G.U. Gregorio Marañón
- ♦ Eating Disorders Unit (ED Unit). H.G.U. Gregorio Marañón

### Ms. González Melado, Eva

- ♦ Specialty in Mental Health Nursing at the Gregorio Marañón Hospital
- ♦ Diploma in Nursing from the Autonomous University of Madrid. (Red Cross School)
- ♦ Diploma in Human Nutrition and Dietetics from the Autonomous University of Madrid
- ♦ December 2020- Current Severo Ochoa University Hospital. Nurse specialist in mental health in UHB
- ♦ June 2020 - November 2020. Gregorio Marañón General University Hospital. Hospitalization UHB, UADO, psychiatry interconsultation and psychiatry emergency
- ♦ July 2012 - May 2018 Intercentros Residencial Ballezol Pozuelo. Residential Center Nurse
- ♦ June 2011 -September 2011 University Hospital La Paz. General Surgery Unit (Inpatient),Nephrology Unit (Inpatient, Acute-Hemodialysis Unit, CAPD and Renal Transplant)

### Ms. Nuño García, María

- ♦ Specialist Nurse in Mental Health. Nursing Resident Intern training carried out in the Teaching Unit of the G.U.H. Gregorio Marañón Issued by the Ministry of Health
- ♦ Master's Degree in Hemodialysis for Nursing, Complutense University of Madrid
- ♦ Degree in Nursing issued from the University of Alcalá
- ♦ Nurse specialist in Mental Health in the emergency department and infant-juvenile liaison nurse at the Gregorio Marañón University Hospital
- ♦ Nurse specialist in Mental Health in the brief hospitalization unit (UHB) of adult psychiatry at the 12 de Octubre University Hospital
- ♦ Nurse specialist in Mental Health in the Medium Stay Unit (UME) for adolescents with severe mental disorders in the Community of Madrid, in the company Casta Guadarrama
- ♦ Nurse Resident Intern (NRI) in Mental Health

# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals with long experience in this subject. A selection of the most updated and relevant materials on this subject has been made, in order to establish an Train interesting, effective and complete path for the psychology professional. With the objectives of quality and efficiency that ensure a real specialization.







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*This Postgraduate Certificate in Anthropology and Social Psychology contains the most comprehensive and up-to-date program on the market”*



## Module 1. Social Psychology

- 1.1. Concept of social psychology
  - 1.1.1. Historical evolution of social psychology
  - 1.1.2. Basic psychosocial needs: keys to understanding human behavior
  - 1.1.3. The power of the situation to explain human behavior
  - 1.1.4. Main contributions of social psychology
- 1.2. Social Cognition
  - 1.2.1. Introduction
  - 1.2.2. Objectives of Social Cognition Psychology
  - 1.2.3. Role of prior knowledge in information processing
  - 1.2.4. Elaborate processing and logical thinking
  - 1.2.5. Motivation, affect and emotions
  - 1.2.6. Automatic thinking
- 1.3. Perception of people and their actions
  - 1.3.1. Introduction
  - 1.3.2. Non-Verbal Communication
  - 1.3.3. Formation of impressions
  - 1.3.4. Attribution of causality
  - 1.3.5. Applications
- 1.4. Attitudes
  - 1.4.1. Definition, nature and measurement of attitudes
  - 1.4.2. The problem of consistency between attitudes and behavior
  - 1.4.3. Attitude change and persuasion
  - 1.4.4. Festinger's theory of cognitive dissonance (1957)
- 1.5. Social Influence Processes
  - 1.5.1. Social influence and attitude change
  - 1.5.2. Conformism
  - 1.5.3. Obedience to authority
  - 1.5.4. Influence of minorities: conversion processes







- 1.6. Interpersonal manipulation techniques
  - 1.6.1. Techniques using the decision trap
  - 1.6.2. Techniques using bait and switch
  - 1.6.3. Others Interpersonal manipulation techniques
  - 1.6.4. Combined Techniques
- 1.7. Self-Concept and Social Identity
  - 1.7.1. Introduction
  - 1.7.2. Self-Concept and Social Identity
  - 1.7.3. Relationship between personal identity and social identity
- 1.8. Social psychology of groups
  - 1.8.1. Definition of group
  - 1.8.2. Group structure
  - 1.8.3. Group psychology and social influence: leadership
  - 1.8.4. Identity Theory
  - 1.8.5. Intergroup Relationships
- 1.9. Collective behavior
  - 1.9.1. Social facilitation and social loafing
  - 1.9.2. Deindividuation
  - 1.9.3. Group polarization
  - 1.9.4. Groupthink
  - 1.9.5. The Individual and the sects
- 1.10. Stereotypes, prejudices, discrimination and the psychology of aggressive and violent behavior
  - 1.10.1. Social psychology of prejudice
  - 1.10.2. Racism: psychological mechanisms and processes
  - 1.10.3. How to reduce prejudice and racism
  - 1.10.4. Aggressive and violent behavior
  - 1.10.5. Roots of aggressive behaviors
  - 1.10.6. Human wickedness and the banality of evil
  - 1.10.7. Harassment at work



## Module 2. Anthropological Models in Psychology

- 2.1. Nature and history of anthropology
  - 2.1.1. Definition. Branches in Anthropology
  - 2.1.2. History of Anthropology
  - 2.1.3. Anthropology in the 20th Century
  - 2.1.4. Anthropology in modern times
- 2.2. Cultural Anthropology
  - 2.2.1. Cultural Anthropology
  - 2.2.2. Ethnocentrism, Cultural Relativism and Human Rights
  - 2.2.3. Universality, Generality and Particularity
  - 2.2.4. Culture change mechanisms
  - 2.2.5. Multiculturalism
  - 2.2.6. Paradigm of cultural relativism
- 2.3. The Human Person
  - 2.3.1. The person as an end in itself
  - 2.3.2. The person in space and time
  - 2.3.3. The person as a capable being
  - 2.3.4. Human nature
- 2.4. Affectivity and human dynamics
  - 2.4.1. Emotions, feelings and passions
  - 2.4.2. Classification of emotions, passions and feelings
  - 2.4.3. Temperament, character and personality
  - 2.4.4. Nature and object of the will
  - 2.4.5. Understanding and will
  - 2.4.6. The voluntary act
- 2.5. Life as ornament: the sentimental dimension
  - 2.5.1. The superficial: living from the epidermis
  - 2.5.2. The problems of sentimentalism
  - 2.5.3. Infantilism
  - 2.5.4. Sentimental pathologies: haste, success and noise
  - 2.5.5. Virtue as sense







- 2.6. Character typologies
  - 2.6.1. The three elementary factors of character
  - 2.6.2. The active character
  - 2.6.3. Kretschmer's typologies
  - 2.6.4. Sheldon's typology
- 2.7. Language and Communication
  - 2.7.1. The anthropological foundation of language
  - 2.7.2. Linguistic conditions and foundations of language
  - 2.7.3. Differences between animal language and human language
- 2.8. Man, as a social being
  - 2.8.1. Elements and purposes of society
  - 2.8.2. Ethics as a social bond
  - 2.8.3. Approaches to society since modern times
- 2.9. Emotional Learning
  - 2.9.1. Emotional Intelligence
  - 2.9.2. Emotional literacy
  - 2.9.3. Conclusions
- 2.10. Evolution and literacy
  - 2.10.1. Rhythm and its importance in the emotional evolution
  - 2.10.2. The preventive function of emotional literacy
  - 2.10.3. Conclusions

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*Our syllabus has been designed with teaching effectiveness in mind: so that you learn faster, more efficiently, and on a more permanent basis”*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a “case”, an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the psychologist's professional practice.



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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

*The psychologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful. Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Anthropology and Social Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*



This **Postgraduate Certificate in Anthropology and Social Psychology** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Anthropology and Social Psychology**

Official N° of Hours: **300 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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