

## **New Student Placement Opportunity - Could a psychology student help you to understand your data?**

We are working with Lancaster University's Psychology Department, seeking organisations with meaningful projects—along with data—that could benefit from students' advanced analytical skills. Lancaster University runs a Masters program called *Psychology and Behavioural Analytics*. Students are ready to undertake 12-week summer placements, delivering actionable insights while honing their research abilities.

Students are trained to be able to analyse different kinds of digital data - including smartphone data, social media data, visual data (like CCTV footage). These talented individuals are eager to apply their expertise to tackle real-world challenges.

### **What are we looking for?**

Are you a group or organisation that works with (or provides services for) others? Perhaps you work with vulnerable sections of the community, or seek to improve the health, safety, or prosperity of people and places across the district? Would you like to know more about how the people you work with are thinking or acting? Perhaps you are looking for someone who can help you pull together key data about your community or neighbourhood? Maybe this work could help you to prepare a funding bid? Or to demonstrate the impact of your service?

If your organisation can demonstrate any of this, or other possibilities that meet the criteria, a student might be able to support you through a work placement.

### **How does it work?**

Projects can be on any topic provided that it is of value to your organisation, and relevant to an aspect of behavioural analytics. Projects should be suitably challenging for MSc-level work, meaning it requires critical thinking, problem solving, and opportunities to showcase communication skills. Students will apply for the offered opportunities and will be interviewed and selected by host organisations. Projects only proceed if the host organisation finds a suitable student. The student will be supported by an academic supervisor who will help shape the project specification to ensure that all parties benefit. Students will join their host organisations to work exclusively on the project for 12 weeks over the Summer.

We would like to invite you to attend an online briefing where the course leads will speak in greater detail about the offer, how a student could support your work, and how your participation can help those students in their own development. You will also have the opportunity to ask any questions that you might have.

This free to attend briefing will take place on **Wednesday 5<sup>th</sup> February** between **1pm and 2pm**.

You can register to attend here:

<https://www.trybooking.com/uk/EIJV>

## **Psychology and Behavioural Analytics Placement Process:**

### **Key Facts:**

- The MSc in Psychology and Behavioural Analytics prepares students for a career where they can carry out psychologically informed digital data analysis.
- Students complete their course with a 12-week placement in an external organisation
- There is a robust process that has sent 150 students to placements over the last 4 years
- Students often join their host organisations as employees after their projects
- Projects are specified by the host organisations and can be on any topic related to data science
- Students apply for the offered opportunities
- Students are interviewed and selected by hosts
- If a student is selected, the project takes place from June to August
- Students are supported by academic supervisors
- All IP created is owned by the host organisation
- The programme offers further opportunities for participation including guest lectures and group projects

### **Timeline:**

October to February:	Project ideas are gathered
January to April:	Students apply for project opportunities Hosts interview and select students
February to May:	The University assigns academic supervisors Placement preparations take place
June to August:	Students join their hosts for placement projects