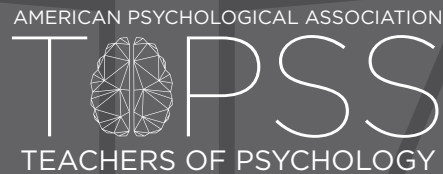


# CAREERS, EDUCATION, AND VOCATIONAL APPLICATIONS IN PSYCHOLOGY

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A Three-Unit Teaching Module for High School  
Psychology Teachers



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Developed and produced by the Teachers of Psychology in Secondary  
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**Careers, Education, and Vocational Applications in Psychology**  
A Three-Unit Teaching Module for High School Psychology Teachers

This module is aligned to the following content standards of the *National Standards for High School Psychology Curricula* (APA, 2011)

<b>Domain</b>	<b>Standard Area</b>	<b>Content and Performance Standards</b>	<b>Supporting Documents and Activities</b>
Applications of Psychological Science	Vocational Applications	<p><b>Content Standard 1</b>  Career options</p> <p>Students are able to (performance standards):</p> <p>1.1 Identify careers in psychological science and practice.</p> <p>1.2 Identify careers related to psychology.</p>	<p>Lesson 1:  Content Outline</p> <p>Activity 1:  A Career in Psychology</p>
Applications of Psychological Science	Vocational Applications	<p><b>Content Standard 2</b>  Educational requirements</p> <p>Students are able to (performance standards):</p> <p>2.1 Identify degree requirements for psychologists and psychology-related careers.</p> <p>2.2 Identify resources to help select psychology programs for further study.</p>	<p>Lesson 2:  Content Outline</p> <p>Activity 2:  Education and Career Options in Psychology</p>
Applications of Psychological Science	Vocational Applications	<p><b>Content Standard 3</b>  Vocational applications of psychological science</p> <p>Students are able to (performance standards):</p> <p>3.1 Discuss ways in which psychological science addresses domestic and global issues.</p> <p>3.2 Identify careers in psychological science that have evolved as a result of domestic and global issues.</p>	<p>Lesson 3:  Content Outline</p> <p>Activity 3:  How Psychology Benefits Society</p>

Proposed number of days/hours for this module  
1 day in 50-minute classes = 50 minutes  
1/2 day in 90-minute classes = 45 minutes

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## PROCEDURAL TIMELINE

**Lesson 1** [Careers in Psychology and Related Fields](#)

**Activity 1** [A Career in Psychology](#)

**Lesson 2** [Educational Requirements in Psychology](#)

**Activity 2** [Education and Career Options in Psychology](#)

**Lesson 3** [Applying Psychological Science in a Changing World](#)

**Activity 3** [How Psychology Benefits Society](#)

# CONTENT OUTLINE



## LESSON 1

### Careers in Psychology and Related Fields

Psychology is the science of behavior and mental processes. Psychologists work in practice, academic, and business settings, conducting a variety of tasks.

See Activity 1: [A Career in Psychology](#)

#### PSYCHOLOGISTS IN PRACTICE SETTINGS

Psychologists work in many practice settings including private practices, hospitals and medical centers, community mental health centers, schools, university or college counseling centers, criminal justice settings, and specialty clinics. A practice setting is one where psychologists administer psychological tests, conduct therapy, or provide other psychological services to a person or group of people. Within these settings psychologists practice, supervise others, and develop and evaluate programs.

##### **Practicing psychologists**

As practitioners, psychologists assess, diagnose, and treat individuals experiencing mental health problems as well as adjustment difficulties (such as anxiety or depression).

##### **Psychologists as administrators**

Psychologists may oversee the work of other psychologists and mental health workers or may manage an organization, such as a clinic, community mental health center, or rehabilitation center.

##### **Psychologists as program developers and evaluators**

Psychologists work to develop and evaluate programs administered in practice settings. For example, psychologists may develop and evaluate treatment programs designed to address anxiety, reduce smoking, or improve self-esteem.

#### PSYCHOLOGISTS IN ACADEMIC SETTINGS

Psychologists in academic settings work as professors and researchers in colleges and universities, business schools, and medical schools.

##### **Psychologists as professors**

Psychologists work as professors in many different kinds of colleges, including community colleges, 4-year colleges and universities, schools, and business schools. In addition to their work in the classroom, professors grade papers, meet with students, and spend much time preparing for class.

They engage in research, designing and carrying out research studies to address new questions.

Professors also serve the university and community

by participating in faculty meetings and some of the many committees that administer and run the university.

### **Research psychologists**

Many psychologists work in university settings as research scientists, conducting basic and applied research.

For example, a research scientist might study how neurotransmitters affect learning in rats. This research might explore how changes in hormones, time of day, or sleep affect neurotransmitters used in learning. Another research psychologist might design a research program to examine smoking cessation. This research might explore the environmental factors that help or hinder quitting smoking. It might be applied to develop and evaluate school-based programs to prevent smoking in children or adolescents.

While many of the following careers focus on applied psychology, it is important to keep in mind the value of basic research in psychology. Basic research (e.g., on how memory works, on perception) contributes to the knowledge base of psychology, which in turn benefits society and can improve people's lives.

## **PSYCHOLOGISTS IN BUSINESS AND INDUSTRY**

### **Research psychologists**

Researchers can be found in every business and industry. Research psychologists in business settings test the effectiveness of products or work as statisticians who analyze data from a variety of research projects.

Some psychologists conduct market research and collect information about people's opinions regarding consumer products and services in order to improve the effectiveness of advertising.

### **Psychologists as human resources professionals**

Psychologists can participate in all human resources (or personnel) activities, such as designing and administering human resources policies, collecting and analyzing data, making recommendations to management, and taking leadership roles on projects.

They may design assessment techniques to select and place employees, collect data on the effectiveness of the assessments, and supervise other workers.

Psychologists create training programs, conduct research on the effectiveness of those programs, and supervise other workers.

### **Psychologists as consultants**

Consultants are contracted from outside an organization to provide a fresh perspective, assistance, and insight to solve problems within an organization. Consultants solve business problems by applying a scientific approach through testing hypotheses and analyzing data.

Some help companies with team building, training, dealing with change, and professional development. Others help organizations solve interpersonal conflicts in the workplace (i.e., conflicts between individuals, and within and between departments and teams) and teach communication and conflict management skills.

Some consultants work with senior managers and executives on strategies for developing leadership skills.

### **Psychologists as usability specialists**

Many psychologists specialize in designing usable or user-friendly products that are easy for users to learn how to use, are efficient and memorable, minimize errors, and are pleasing or satisfying to use.

They work with all kinds of products—toys, computer hardware and software, electronic equipment, cars, and more—to ensure that products meet the needs of the user.

For example, in designing the interior of an automobile, they might create a life-size prototype in which all of the instruments and controls can be moved (e.g., by attaching them with Velcro). Users then provide feedback on the best location for each of the instruments and controls, moving them as necessary.

Usability research also takes place in the computer software industry—for example to determine how easily consumers can navigate software programs.

### **Psychologists in product development and media consulting**

Psychologists often work as consultants in product development, examining people's attitudes about particular products as well as their tastes, purchasing power, and buying habits. They make recommendations to improve the product and develop the advertising and promotional campaigns that are used to sell it.

Psychologists might help companies to create toys that match parents' and children's expectations. They might conduct focus groups with parents and children to determine their attitudes about specific products and toy designs.

Other psychologists assist companies in developing and marketing products that are appropriate for

older adults, such as medications and health products.

Some psychologists work in the media. They may provide developmental and educational advice to creators of television programs, for example.

## PSYCHOLOGISTS IN LEGAL AND POLICY SETTINGS

### Research psychologists

Researchers in government and policy settings conduct research to assess and improve the agency's programs. They may conduct policy analyses, literature reviews, and research to improve decision making by political leaders and consumers. A psychologist at such an agency might examine the effectiveness of programs such as new drug-control interventions like mandatory minimum sanctions, residential and group home treatments for youthful offenders, or school-based prevention programs.

Other psychologists might study ways to increase the representation of girls in science, technology, engineering, and mathematics at all levels of education.

All research psychologists apply research methods to address pertinent questions. The questions themselves vary based on the setting.

### Psychologists in criminal justice settings

In correctional settings, psychologists often provide clinical services to inmates and workers. They often develop specialized programs for offenders and evaluate the effectiveness of these programs.

In police departments, psychologists often provide pre-employment evaluations to determine if would-be officers have the disposition and personality style to cope with stress and serve as officers. Psychologists work with police departments to provide a variety of other services, such as:

- Management consultation (consulting on administrative decision making that has agency-wide implications).
- Fitness-for-duty and special unit evaluations (assessments to help determine if a person is suitable for continued duty and promotions).
- Helping officers cope with stressful events.

### Psychologists as forensic examiners

In court settings, forensic examiners may determine

whether a person is fit to stand trial or whether a person was cognitively competent at the time of a crime.

Child custody evaluations and personal injury assessments are common forms of noncriminal forensic work. Child custody evaluations are sometimes requested in divorce proceedings in order to provide information about the child's functioning and attitudes that may aid a judge or jury making a custody decision.

Psychologists are often involved in personal injury litigation cases. Such cases include any situation where a person is injured either physically or psychologically and compensation for damages is sought. Worker's compensation cases, medical malpractice suits, and sexual harassment cases are just a few examples of personal injury cases where a psychological evaluation may be requested as part of the legal process.

### Psychologists as trial consultants

Trial consultation refers to any service provided to assist in the process of a trial. Trial consultations usually include case analysis, review of reports and forensic evidence, identification of expert witnesses, development of examination (direct and cross) strategies, and preparation of expert and lay witnesses for testifying with a primary goal of developing a better understanding about how the judge or jury will perceive and process this information.

A trial consultant may conduct research that influences the trial process, such as decision making by judges and juries or the literature on eyewitness identification and recall.

In addition to research, psychologists may advise attorneys on jury selection and the effects of courtroom trial procedures on jury decision making. For example, trial consultants often use jury simulations or mock jurors to assist attorneys in developing strategies for jury selection, as well as trial strategy itself.

### Psychologists in political advocacy and public health settings

Psychologists in politics may assist in developing briefs, conduct psycho-legal research, or become involved in planning strategies and drafting laws designed to promote health and wellness.

They may also inform legislators of psychological research relevant to the issue at hand.

Additionally, some psychologists become directly involved in politics, serving in local, state, or national political positions. Psychologists have served in the U.S. Congress and as state governors as well.

Psychologists in public health work may be involved in developing or evaluating programs for public health organizations, such as community-based AIDS education and support programs, for example.

## CAREERS RELATED TO PSYCHOLOGY

A psychology bachelor's degree prepares graduates for many careers related to psychology and a wide variety of employment opportunities, such as the following. (Note: This list is not meant to be comprehensive of all careers related to psychology.) Please see [Appendix A](#) for more details about the following careers.

### Case worker and direct service provider

Psychology bachelor's degree holders often obtain positions within organizations that focus on the needs of children, youth, and families.

### Counseling

In most states, becoming a counselor requires a master's degree in psychology, social work, or counseling, as well as completing a specified number of supervised practice hours and passing a licensure exam. However, there are opportunities to engage in paraprofessional jobs without a master's degree, such as working as a substance abuse counselor or as an assistant behavior analyst.

### Human resources assistant

Human resources departments, also known as personnel departments, are responsible for managing an organization's employees: recruitment, placement, administering salaries and benefits, training, and conducting research on employee needs and satisfaction.

### Teacher

In addition to classroom duties, teachers are responsible for many other tasks, such as supervising study halls, homerooms, and extracurricular activities. Teachers apply psychology each day when they interact with children, design appropriate activities, and evaluate performance.

Teaching psychology in high school is an exciting career path and may be an appealing option for college graduates. See Park and Fineburg (2008) and APA (2012) for more information.

## Advertising and public relations

Advertising is a broad field concerned with helping companies to market their products. See Cossuto (2014) for more information about advertising research.

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## ADDITIONAL INFORMATION ON CAREERS IN PSYCHOLOGY

The APA Science Directorate provides a listing of interesting careers in psychological science, available at <http://www.apa.org/science/resources/careers/index.aspx>.

The *APA Careers in Psychology* brochure, available at <http://www.apa.org/careers/resources/guides/careers.aspx>, provides information about the many subfields of psychology (see Appendix B).

The [54 APA divisions](#) also may demonstrate to students the variety and breadth of the field of psychology.

The *APA Guidelines for the Undergraduate Psychology Major: Version 2.0* (APA, 2013) provides a roster of job prospects for psychology graduates, including a listing of potential careers for a bachelor's degree in psychology and careers requiring a degree beyond the bachelor's degree in psychology. This is available in Appendix E of the [Guidelines 2.0](#).



## LESSON 2

# Educational Requirements in Psychology

This lesson provides information on different degrees students can pursue in psychology, and includes additional information on becoming a psychologist, such as licensure.

See Activity 2: [Education and Career Options in Psychology](#)

## DEGREES IN PSYCHOLOGY

### Associate's degree (AA, AS, or AAS)

The associate's degree is a degree usually earned at a community college (typically over 2 years of study). It may also be awarded by a university.

Students graduate with either an associate of arts (AA), associate of science (AS), or associate of applied science (AAS) degree.

For a description of areas in which a person with an Associate's degree in psychology can find employment, see the College of Saint Benedict/Saint John's University website (<http://www.csbsju.edu/psychology/student-resources/associate>).

### Bachelor's degree (BA or BS)

The bachelor's degree is an undergraduate degree earned in college (typically over 4 years of study). Students graduate with either a bachelor of arts (BA) or bachelor of science (BS) degree, depending on the institution. Both degrees provide similar training.

Students major in psychology because they are interested in understanding behavior. A bachelor's degree provides students with a broad understanding of behavior and prepares students to enter the workforce by promoting skills such as critical thinking, problem solving, and teamwork.

However, one of the most important things that psychology majors must understand is that the bachelor's degree in psychology *does not* prepare graduates to be licensed psychologists.

Most bachelor's degree recipients in psychology enter the workforce after college, often in jobs not labeled as "for psychology majors only." Psychology bachelor's degree holders obtain psychology-related jobs in human services, education, and business settings (see Lesson 1). BA graduates can also get entry-level jobs in research.

### Master's degree (MA or MS)

Unlike the undergraduate degree, the master's is a specialized degree. Applicants apply to graduate programs in specific areas of psychology, such as clinical or experimental psychology.

There are many different types of master's degrees; the most commonly awarded are the master of arts (MA) and master of science (MS) degrees.

Master's degree programs require 1 to 3 years of study, depending on the program. Requirements for practice fields such as clinical, counseling, and school psychology usually include practical experience in an applied setting. Many industrial/organizational (I/O) programs also require some type of internship or practical experience. Most master's degree programs require a master's thesis based on a research project.

Depending on the program and curriculum, a master's degree in psychology may enable graduates to:

- Teach psychology in high school and many community colleges (other certification may be needed; see APA, 2012 for recommendations on high school teacher preparation).
- Become more competitive for research and administrative jobs in government and industry.
- Obtain licensure as a counselor to practice counseling.
- Obtain certification to practice school psychology.
- Apply industrial/organizational psychology in business settings.
- Become more competitive for psychology doctoral programs.

### Doctoral degree (PhD or PsyD)

A doctoral degree is an advanced graduate degree. A doctoral degree provides a greater range of flexibility

and autonomy than the master's degree, but it usually requires 5 to 7 years of graduate work to complete.

In practice areas of psychology, clinical, counseling, and school psychology, the requirement for the doctoral degree generally includes an additional year or more of internship or supervised experience. Some I/O programs also require internships.

Students pursue doctoral degrees to:

- Teach college.
- Conduct research in a university, government, or private organization or business.
- Practice psychology without supervision.
- Be employed in administrative roles in health care organizations, business, government facilities, and industry.
- Engage in a variety of consulting roles in legal, school, and business settings.

There are two types of doctoral degrees in psychology: the PhD and the PsyD.

The PhD is the doctor of philosophy degree. Like the master's degree, the PhD is awarded in many fields. It is a research degree that culminates in a dissertation based on original research. PhD recipients in clinical, counseling, and school psychology are able to engage in practice activities such as assessment and therapy, as well as conduct research.

The PsyD is the doctor of psychology degree. It is offered in clinical, counseling, school, and I/O psychology. It is considered a professional degree in which students specialize in psychological practice, including assessment, diagnosis, treatment of mental health and adjustment issues, and other professional applications, depending upon the setting and training of the psychologist.

The APA accredits doctoral programs in clinical, counseling, school, and combined programs; details are available online at <http://www.apa.org/ed/accreditation/index.aspx>.

For more information on PhD and PsyD degrees, see Michalski and Fowler (2016).

## BECOMING A PSYCHOLOGIST

### **Psychologist is a regulated term**

The title of “psychologist” is protected. According to APA policy and licensing laws, this title is reserved for individuals who have completed doctoral education and training.

In order to provide psychological health and educational services (therapy, assessment, consultation) as a psychologist, you must be licensed in the state in which you wish to practice.

### **Licensure as a psychologist**

Although there are differences, the process of obtaining licensure is similar across most states. In addition to a doctoral degree, at least 2 years of supervised practice are required. Usually 1 year of supervised practice must occur after earning the doctoral degree.

After all degree and supervision requirements are met, the next step is to apply for licensure, which entails a national written examination and a jurisprudence examination.

Many states require an additional oral examination in which licensees are presented with a case vignette and asked questions regarding diagnosis, treatment planning, and ethical concerns.



## LESSON 3

# Applying Psychological Science in a Changing World

Psychological science has broad applications to a wide range of issues within the United States and around the world. Psychologists can adapt their skills to work in an ever-changing global environment, leading to training and career opportunities.

See Activity 3: [How Psychology Benefits Society](#)

## CRISIS RESPONSE AND DISASTER AID

Psychologists often help people cope with sudden trauma such as that which may accompany a fire, accident, or loss of a loved one.

Psychologists also play a role in helping individuals and communities respond to large scale crises, such as natural disasters (e.g., earthquakes, tsunamis, hurricanes), as well as tragedies such as shootings and other man-made disasters.

Psychologists who specialize in disaster aid travel to disaster sites throughout the United States and the world. They work with humanitarian organizations such as the Red Cross to help victims of disasters obtain physical and emotional support. For example, APA sponsors the Disaster Resource Network, a group of approximately 2,500 licensed psychologists with training in disaster response who offer volunteer assistance to relief workers and survivors in the aftermath of disasters.

Most psychologists in this field have full-time jobs in practice or in academia. Some are employed by government agencies and humanitarian organizations, while others work as consultants.

## TERRORISM RESPONSE AND THREAT ASSESSMENT

Psychologists study influences on terrorism, ways of identifying threats, and the prevention of terrorist acts. They participate in threat assessment and develop programs that train federal, military, and health professionals to identify predictors of terrorism, understand the psychological consequences of terrorism, and identify adaptive responses to terrorist attacks.

Other psychologists may study how different kinds of mass media warning and information systems work and how they can be used to inform the public while minimizing panic and fear responses.

Psychologists who study and apply knowledge about terrorism are found in many institutions, including the military and offices of the federal government (such as the Department of Defense and the Department of Homeland Security), and as consultants. Many work in academia as professors and researchers.

## GEROPSYCHOLOGY

As the U.S. and world population ages, the field of geropsychology is becoming a more important area of study and practice. Psychologists in this field study predictors of health, illness, and resilience. They work with older adults in clinical capacities such as by conducting individual and group therapy, cognitive and behavioral assessments, and teaching and supervising other professionals' work.

Geropsychologist researchers study elders' functioning, influences on competence, and ways of enhancing competence. They may apply research findings to advise hospitals and nursing homes how to modify their environment to address elders' health and safety issues.

Psychologists specializing in geropsychology work in VA hospitals, outpatient long-term care facilities, full-time private practices, academic positions, and research centers. More information on psychology and aging is available online at <http://www.apa.org/pi/aging/index.aspx>.

## DISCOVERING KNOWLEDGE AND PROMOTING PSYCHOLOGICAL LITERACY

Basic research in psychology contributes to the discipline knowledge base, which in turn benefits society.

Psychological literacy is a term that encompasses having a well-defined vocabulary and basic knowledge of the subject matter of psychology; valuing the intellectual challenges required to use scientific thinking; taking a creative approach to problem solving; applying psychological principles to personal, social, and organizational issues; acting ethically; and being insightful and reflective about one's own and others' behavior and mental processes (see McGovern et al., 2010, for a full definition). Psychologically literate citizens engage in critical thinking to solve problems, understand and respect diversity, probe their own assumptions, and evaluate decisions. They use their knowledge of psychology to improve society.

## OTHER APPLICATIONS OF PSYCHOLOGY TO DOMESTIC AND GLOBAL ISSUES

Considering how many challenges in the United States and around the world are related to human behavior, psychology has much to contribute to the understanding and potential solutions to these issues.

Other pressing issues include climate change, bullying, violence, obesity, prejudice, and discrimination, to name but a few. The [APA website](#) offers information on a variety of topics in psychology. The [54 APA divisions](#) are also resources for students and teachers.

# ACTIVITIES



## ACTIVITY 1

### A Career in Psychology

Students should be asked to review at least one of the following resources, select a career path in psychology that interests them or is one they would like to know more about, and write a short essay on the job prospect. The paper should include descriptions of the job prospect or career and the educational and other requirements for pursuing the line of work or research, and should provide other relevant information about the job prospect (e.g., average salary, if known; growth potential in the field). Students should also include a brief biography of someone working in the chosen line of work.

Here are resources students can use:

- Appendix E of the [APA Guidelines for the Undergraduate Psychology Major: Version 2.0](#) (APA, 2013), which provides a roster of job prospects for psychology graduates.
- Dr. Drew Appleby's [online career-exploration resource for psychology majors](#), which contains more than 2,000 websites that psychology majors can use to explore 285 careers—some of which can be entered with a bachelor's degree and some that require a graduate degree.
- [APA Science in Action](#) website, which highlights different careers in psychology.
- [Interesting Careers in Psychological Science Series](#), from the APA Science Directorate, which profiles psychologists in non-academic careers.



## ACTIVITY 2

# Education and Career Options in Psychology

Students should identify one possible job a person can obtain with a (a) BA or BS, (b) MA or MS, or (c) PhD or PsyD degree in psychology and write a short essay describing each career and how a bachelor's, master's, or doctoral degree in psychology prepares an individual for each job. If the job requires licensure, be sure to state that.

Students may want to visit the following resources for suggestions:

- Appendix E of the [APA Guidelines for the Undergraduate Psychology Major: Version 2.0](#) (APA, 2013), which provides a roster of job prospects for psychology graduates.
- Dr. Drew Appleby's [online career-exploration resource for psychology majors](#), which contains more than 2,000 websites that psychology majors can use to explore 285 careers, some of which can be entered with a bachelor's degree and some that require a graduate degree; the resource provides an extensive listing of books and governmental and nongovernmental websites that students can use to explore careers in psychology (also provided at the end of this lesson plan).
- [APA Science in Action](#) website, which highlights different careers in psychology.
- [Interesting Careers in Psychological Science Series](#), from the APA Science Directorate, which profiles psychologists in non-academic careers.



### ACTIVITY 3

## How Psychology Benefits Society

The mission of the American Psychological Association is to advance the creation, communication, and application of psychological knowledge to benefit society and improve people's lives.

Ask students to consider how psychology benefits society and improves people's lives by addressing domestic and global issues. Students should:

- Select one important issue facing society (e.g., global warming, terrorism, violence, bullying).
- Create either a blog post (350–750 words), a newsletter article, a poster, or a script for a podcast or television commercial describing the issue and at least one research study in psychology that has addressed the issue.
- Develop a statement of how psychology can benefit society and improve people's lives regarding the issue.
- Be encouraged to consider both applied and nonapplied basic research here, since building the knowledge base of psychology (e.g., through nonapplied basic research) is an important contribution to society as well.

## **APPENDIX A**

### **CAREERS RELATED TO PSYCHOLOGY**

A psychology bachelor's degree prepares graduates for many careers related to psychology and a wide variety of employment opportunities.

#### **Case Worker and Direct Service Provider**

Psychology bachelor's degree holders often obtain positions within organizations that focus on the needs of children, youth, and families. They assist in providing health services, crisis intervention, therapy, education, and research. They may assess clients' needs and eligibility for services, help them obtain services (e.g., food stamps, Medicaid, transportation, and other human services programs), and provide emotional support. In community settings (such as group homes or government-supported housing programs), human services workers assist clients in need of counseling, assist with daily living skills, and organize group activities. They often assist program directors in implementing programs. At the master's level, case workers take on more responsibility and leadership roles in providing group therapy, supervising caseworkers, serving as program directors, and other administrative roles.

#### **Counseling**

Becoming a counselor requires a master's degree in psychology, social work, or counseling as well as a specified number of supervised practice hours and passing a licensure exam. However, there are opportunities to engage in paraprofessional jobs without a master's degree.

#### ***Substance Abuse Counselor***

Substance abuse counselors often are employed at the bachelor's level, with certification. The requirements for certification as a drug and alcohol abuse counselor vary by state. Some states accept national accreditation (offered by NAADAC, the Association for Addiction Professionals) but other states maintain their own certification requirements. Most states require the completion of four courses in drug and alcohol abuse counseling and 300 to 600 hours of supervised training. Substance abuse counselors provide counseling or rehabilitation services in residential treatment programs or as part of comprehensive outpatient substance abuse programs. Substance abuse counselors may spend their days facilitating therapy groups (particularly focused on educating clients about addiction and its related problems), as well as meeting individually with clients.

#### ***Assistant Behavior Analyst***

Assistant behavior analysts work in direct service settings, typically with children who have special needs and developmental disabilities such as autism spectrum disorders. They work with more senior behavior analysts to develop behavioral interventions for children experiencing a variety of behavioral difficulties. Behavioral interventions are developed in consultation with parents, daycare providers, and early childhood teachers, and include observations of the child in his or her natural environments, including home and childcare or educational settings. A bachelor's degree, 600-1,000 supervised practice hours, and a passing grade on an examination permit an individual to become a board certified assistant behavior analyst. A master's degree and additional supervised practice hours are needed to become a board certified behavior analyst, who is able to practice behavior analysis independently.

#### **Human Resources Assistant**

Human resources departments, also known as personnel departments, are responsible for managing an organization's employees: recruitment, placement, administering salaries and benefits, training, and conducting research on employee needs and satisfaction. Human resources personnel work to attract the most qualified employees, match them to the jobs for which they are best suited, help them to succeed in their jobs, and ensure that the organization complies with labor laws. Entry-level employees will not serve all of these functions and will work under supervision, but they have the opportunity to learn and the potential to grow into positions with more responsibility.

#### **Teacher**

In addition to classroom duties, teachers are responsible for many other tasks, such as supervising study halls, homerooms, and extracurricular activities. Teachers apply psychology each day when they interact with children, design appropriate activities, and evaluate performance. Becoming a teacher requires specialized coursework, supervised experience, and passing an exam. States vary as to whether an education major is required. Many people without degrees in education

become teachers after a 9-month specialization program that entails appropriate coursework and supervised experiences. Teaching psychology in high school is an exciting career path and may be an appealing option for college graduates. See Park and Fineburg (2008) for more information.

### **Advertising and Public Relations**

Advertising is a broad field concerned with helping companies to market their products. More information about careers in advertising research can be found in Cossuto (2014) at <http://www.apa.org/ed/precollege/psn/2014/09/advertising-research.aspx>.

Entry-level positions may assist the advertising or account managers to identify and solicit new clients, determine their needs, and communicate them to those who create advertisements. Entry-level positions assist managers by carrying out the paperwork, scheduling, and other administrative tasks that support their supervisors' work. With experience, entry-level workers take on more advanced tasks and work up the ladder. Public relations specialists work to communicate an organization or company's message to the community, consumer, employee, and public interest groups, and the media. They keep organization representatives in contact with the community by arranging speaking engagements and often prepare and edit speeches for company leaders. Public relations also entails research on public attitudes and opinions, as well as evaluating the effectiveness of an organization's fundraising, marketing, community relations, and other programs. Entry-level positions typically assist in these tasks. With experience, entry-level workers typically take on more responsibilities.

## APPENDIX B

### SUBFIELDS OF PSYCHOLOGY

From APA's [Careers in Psychology](#) brochure

#### **Clinical Psychologists**

Clinical psychologists assess and treat mental, emotional, and behavioral disorders. These range from short-term crises, such as difficulties resulting from adolescent conflicts, to more severe, chronic conditions, such as schizophrenia. Some clinical psychologists treat specific problems exclusively, such as phobias or clinical depression. Others focus on specific populations—for instance, youths; families or couples; ethnic minority groups; gay, lesbian, bisexual, and transgender individuals; or older people. They also consult with physicians on physical problems that have underlying psychological causes.

#### **Cognitive and Perceptual Psychologists**

Cognitive and perceptual psychologists study human perception, thinking, and memory. Cognitive psychologists are interested in questions such as how the mind represents reality, how people learn, and how people understand and produce language. Cognitive psychologists also study reasoning, judgment, and decision making. Cognitive and perceptual psychologists frequently collaborate with behavioral neuroscientists (whose training may come from psychology departments or programs) to understand the biological bases of perception or cognition or with researchers in other areas of psychology to better understand the cognitive biases in the thinking of people with depression, for example.

#### **Community Psychologists**

Community psychologists work to strengthen the abilities of communities, settings, organizations, and broader social systems to meet people's needs. They help people access resources and collaborate with others to improve their lives and communities. Instead of helping individuals cope with negative circumstances (e.g., trauma, poverty), community psychologists help empower people to change those circumstances, prevent problems, and develop stronger communities. Examples of community psychology interventions include improving support for hurricane victims, partnering with neighborhoods to prevent crime, collaborating with schools to prevent bullying, and helping change policies to improve health outcomes. Community psychologists

blend research and practice, partnering with diverse citizens to plan and implement community changes, advance social justice, and use research to inform and evaluate this work.

#### **Counseling Psychologists**

Counseling psychologists help people recognize their strengths and resources to cope with everyday problems and serious adversity. They do counseling/psychotherapy, teaching, and scientific research with individuals of all ages, families, and organizations (e.g., schools, hospitals, businesses). Counseling psychologists help people understand and take action on career and work problems; they pay attention to how problems and people differ across the lifespan, and they have great respect for the influence of differences among people (such as race, gender, sexual orientation, religion, disability status) on psychological well-being. They believe that behavior is affected by many things, including qualities of the individual (e.g., psychological, physical, or spiritual factors) and factors in the person's environment (e.g., family, society, and cultural groups).

#### **Developmental Psychologists**

Developmental psychologists study the psychological development of the human being that takes place throughout life. Until recently, the primary focus was on childhood and adolescence, the most formative years. But as life expectancy in this country approaches 80 years, developmental psychologists are becoming increasingly interested in aging, especially in researching and developing ways to help older people stay as independent as possible.

#### **Educational Psychologists**

Educational psychologists concentrate on how effective teaching and learning take place. They consider a variety of factors, such as human abilities, student motivation, and the effect on the classroom of the diverse races, ethnicities, and cultures that make up America.

#### **Engineering Psychologists**

Engineering psychologists conduct research on how people work best with machines. For example, how

can a computer be designed to prevent fatigue and eye strain in people? What arrangement of an assembly line makes production most efficient? What is a reasonable workload? Most engineering psychologists work in industry, but some are employed by the government, particularly the Department of Defense. They are often known as human factors specialists.

### **Environmental Psychologists**

Environmental psychologists study the dynamics of person–environment interactions. They define the term *environment* very broadly, including all that is natural on the planet as well as built environments, social settings, cultural groups, and informational environments. They examine behavior evolving at various scales and from various processes (e.g., localization, globalization). They have a broad and inherently multidisciplinary focus. They recognize the need to be problem oriented, coordinating as needed with researchers and practitioners in the other fields of psychology, in related disciplines (e.g., sociology, anthropology, biology, ecology), as well as in the design fields (e.g., regional, urban, and community planning; landscape architecture; architecture; and engineering).

Environmental psychologists explore such issues as common property resource management, the effect of environmental stress on human effectiveness and well-being, the characteristics of restorative environments and human information processing. They also foster conservation behavior, helping people to craft durable behavioral responses to emerging biophysical limits.

### **Evolutionary Psychologists**

Evolutionary psychologists study how evolutionary principles such as mutation, adaptation and selective fitness, influence human thought, feeling, and behavior. Because of their focus on genetically shaped behaviors that influence an organism's chances of survival, evolutionary psychologists study mating, aggression, helping behavior, and communication. Evolutionary psychologists are particularly interested in paradoxes and problems of evolution. For example, some behaviors that were highly adaptive in our evolutionary past may no longer be adaptive in the modern world.

### **Experimental Psychologists**

Experimental psychologists are interested in a wide range of psychological phenomena, including cognitive processes, comparative psychology (cross-species

comparisons), and learning and conditioning. They study both human and nonhuman animals with respect to their abilities to detect what is happening in a particular environment and to acquire and maintain responses to what is happening.

Experimental psychologists work with the empirical method (collecting data) and the manipulation of variables within the laboratory as a way of understanding certain phenomena and advancing scientific knowledge. In addition to working in academic settings, experimental psychologists work in places as diverse as manufacturing settings, zoos and engineering firms.

### **Forensic Psychologists**

Forensic psychologists apply psychological principles to legal issues. Their expertise is often essential within the judicial system. They can, for example, help a judge decide which parent should have custody of a child or evaluate a defendant's mental competence to stand trial. Forensic psychologists also conduct research on jury behavior or eyewitness testimony. Some forensic psychologists are trained in both psychology and the law.

### **Health Psychologists**

Health psychologists specialize in how biological, psychological, and social factors affect health and illness. They study how patients handle illness, why some people don't follow medical advice, and the most effective ways to control pain or change poor health habits. They also develop health care strategies that foster emotional and physical well-being.

Health psychologists team up with other health care professionals in independent practice and in hospitals to provide patients with complete health care. They educate health care professionals about psychological problems that arise from the pain and stress of illness and about symptoms that may seem to be physical in origin but actually have psychological causes. They also investigate issues that affect a large segment of society and develop and implement programs to deal with these problems. Examples include teenage pregnancy, substance abuse, risky sexual behaviors, smoking, lack of exercise, and poor diet.

### **Industrial/Organizational Psychologists**

Industrial/organizational (I/O) psychologists apply psychological principles and research methods to the workplace in the interest of improving productivity, health, and the quality of work life. Many serve as

human resources specialists, helping organizations with staffing, training and employee development. They may provide employers with testing and other valid selection procedures in their hiring and promotion processes. Others work as management consultants in such areas as strategic planning, quality management and coping with organizational change.

### **Neuropsychologists (and Behavioral Neuropsychologists)**

Neuropsychologists (and behavioral neuropsychologists) explore the relationships between brain systems and behavior. For example, behavioral neuropsychologists may study the way the brain creates and stores memories, or how various diseases and injuries of the brain affect emotion, perception and behavior. They design tasks to study normal brain functions with imaging techniques such as positron emission tomography (PET), single photon emission computed tomography (SPECT) and functional magnetic resonance imaging (fMRI).

Clinical neuropsychologists also assess and treat people. And with the dramatic increase in the number of survivors of traumatic brain injury, neuropsychologists are working with health care teams to help brain-injured people resume productive lives.

### **Quantitative and Measurement Psychologists**

Quantitative and measurement psychologists focus on methods and techniques for designing experiments and analyzing psychological data. Some develop new methods for performing analyses; others create research strategies to assess the effect of social and educational programs and psychological treatment. They develop and evaluate mathematical models for psychological tests. They also propose methods for evaluating the quality and fairness of the tests.

### **Rehabilitation Psychologists**

Rehabilitation psychologists work with stroke and accident victims, people with mental retardation and those with developmental disabilities caused by such conditions as cerebral palsy, epilepsy and autism. They help clients adapt to their situation and improve their lives, and they frequently work with other health care professionals. They deal with issues of personal adjustment, interpersonal relations, the work world and pain management.

Rehabilitation psychologists are also involved in public health programs to prevent disabilities, including those caused by violence and substance abuse.

And they testify in court as expert witnesses about the causes and effects of a disability and a person's rehabilitation needs.

### **School Psychologists**

School psychologists are engaged in the delivery of comprehensive psychological services to children, adolescents and families in schools and other applied settings. They assess and counsel students, consult with parents and school staff, and conduct behavioral interventions when appropriate. Most school districts employ psychologists full time.

### **Social Psychologists**

Social psychologists study how a person's mental life and behavior are shaped by interactions with other people. They are interested in all aspects of interpersonal relationships, including both individual and group influences, and seek ways to improve such interactions. For example, their research helps us understand how people form attitudes toward others and, when these are harmful—as in the case of prejudice—provides insight into ways to change them.

Social psychologists are found in a variety of settings, from academic institutions (where they teach and conduct research), to advertising agencies (where they study consumer attitudes and preferences), to businesses and government agencies (where they help with a variety of problems in organization and management).

### **Sport Psychologists**

Sport psychologists help athletes refine their focus on competition goals, become more motivated, and learn to deal with the anxiety and fear of failure that often accompany competition. The field is growing as sports of all kinds become more competitive and attract younger children.

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Psychology Benefits Society: A blog from the APA Public Interest Directorate

<https://psychologybenefits.org/>

Psychology Student Network newsletter

<http://www.apa.org/ed/precollege/psn/>

Psychology: Science in Action website

<http://www.apa.org/action/index.aspx>

<http://www.apa.org/action/resources/students/index.aspx>

### HONOR SOCIETIES AND PROFESSIONAL ASSOCIATIONS

American Psychological Association Membership for High School Students

<http://www.apa.org/membership/hs-student/index.aspx>

Psi Chi: The International Honor Society in Psychology

<http://www.psichi.org/>

Psi Beta: The Community College National Honor Society in Psychology

<http://psibeta.org>

### BOOKS

#### About Majoring in Psychology

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## Additional books and governmental and nongovernmental websites that students can use to explore careers in psychology (from Appleby, 2016)

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## GOVERNMENTAL WEBSITES

Occupational Information Network (O\*NET)  
<https://www.onetonline.org>

Occupational Outlook Handbook (OOH)  
<http://www.bls.gov/ooh>

Dictionary of Occupational Titles (DOT)  
<http://www.occupationalinfo.org>

## NONGOVERNMENTAL WEBSITES

All Psychology Careers  
<http://www.allpsychologycareers.com>

APA Careers in Psychology  
<http://www.apa.org/action/careers/index.aspx>

Careers in Psych  
<http://scoutiescareersinpsych.org>

Careers in Psychology  
<http://careersinpsychology.org>

Careers in Psychology: The Experts  
<http://careersinpsychology.org/full-experts>

College Atlas  
<http://www.collegeatlas.org/psychology-colleges.html#careers>

Dr. Kit  
<http://www.drkit.org>

Education Portal  
[http://education-portal.com/article\\_directory/q\\_p/page/Psychology/q\\_p/Careers\\_and\\_Occupations\\_List.html](http://education-portal.com/article_directory/q_p/page/Psychology/q_p/Careers_and_Occupations_List.html)

My Majors: Psychology Major  
<http://www.mymajors.com/college-majors/psychology>

Psychology Career Center  
<http://www.psychologycareercenter.org>

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