

# Psychology Undergraduate Programs

Psychology is the science of the mind and behavior. Featuring cutting-edge research facilities and highly productive faculty, the UB Department of Psychology provides undergraduate majors with an understanding of basic processes of sensation, perception, learning, cognition, development and personality, along with principles of social psychology, clinical psychology and behavioral neuroscience.



## Diverse Faculty Specializations

**1** Our faculty specialize in a wide range of research areas, including clinical disorders; developmental challenges; the self-concept and self-esteem; the formation and maintenance of close relationships; responses to stress; infant language acquisition; auditory perception; neural systems for learning and motivation; and ingestive behaviors. All of the department's 26 tenured/tenure-track faculty and four full-time teaching faculty teach undergraduate students.

## State-of-the-Art Resources

**3** The Department of Psychology maintains a wide variety of fully equipped research laboratories, including access to animal models and specialized measures that allow for sophisticated testing of activity in the brain and body. Students are involved in research projects with samples drawn from the community and on campus, as well as children in local schools and patient populations. The Research Institute on Addictions and area teaching hospitals provide further opportunities for undergraduate students to observe and participate in psychology research.

## Hands-on Research Opportunities

**2** Undergraduate psychology students have the rare opportunity to earn credit by assisting with ongoing research initiatives, most recently in the following areas:

- Behavioral Neuroscience: How biological factors control behavior.
- Clinical Psychology: How to diagnose, treat and prevent psychological disorders.
- Cognitive Psychology: How people perceive, retain, recall and use information.
- Social Psychology: How people navigate the interpersonal world.

## Careers in Psychology

**4** Psychology majors develop a highly desirable skill set that includes an understanding of the scientific method and psychological principles, critical analysis, problem solving, evaluation of evidence, statistical analysis and scientific writing. Graduates often pursue advanced degrees that translate into career success in research, higher education, clinical practice, mental health counseling, social work, public health, medicine, law, business and criminal justice.

## [ QUICK FACTS ]

### DEGREES

- BA in Psychology
- BS in Psychology

### STUDENT EXPERIENCE

400+ UB and 150+ UB-SIM (Singapore) graduates per year

BA easily allows for customization (e.g., adding another major or minor)

BS prepares students for careers in medicine and/or neuroscience

20-25% of majors work as research assistants

Psychology Honors Program allows seniors to complete an independent research project with a faculty advisor

Faculty conduct research funded by the National Science Foundation, National Institutes of Health, and other agencies

In our rapidly evolving society, the ability to analyze human thought and action is in great demand. We offer a vibrant and collegial atmosphere in which to perform this analysis while investigating new questions about the mind and behavior. With access to internationally-recognized faculty and the resources of a major research university at their fingertips, undergraduate students in the UB Department of **Psychology** begin their career at the forefront of psychological science.