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Applied psychology

Applied psychology is the use of psychological methods and findings of scientific psychology to solve practical problems of human and animal behavior and experience. Mental health, organizational psychology, business management, education, health, product design, ergonomics, and law are just a few of the areas that have been influenced by the application of psychological principles and findings.

Industrial and organizational psychology

Industrial and organizational psychology (I/O psychology), which is also known as occupational psychology, organizational psychology, and work and organizational psychology, is an applied discipline within psychology. I/O psychology is the science of human behaviour relating to work and applies psychological theories and principles to organizations and individuals in their places of work as ...

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