

● PSYCHOLOGICAL EVALUATION IN NATURAL CONTEXTS: SPORTS AND CONSUMPTION



INTRODUCTION

RESEARCH TOPICS

- Sport psychology.
- Consumer Psychology.
- Psychology of the organisations.
- Psychology of audiovisual media.

SCIENTIFIC-TECHNICAL SERVICES

- Evaluation in natural contexts.
- Development of evaluation tools.
- Quality assessment of services.
- Quality management.
- Monitoring and intervention in sports contexts.
- Evaluation of programs/ program rating.
- Advice on: Consumers psychology. Marketing psychology. Economic psychology.
- Management and sports marketing
- Organisation of workshops on hypnosis.
- Hypnosis
- Electromyographic Biofeedback

RESEARCH GROUP LEADER: VERONICA MORALES SANCHEZ
PAI CODE: SEJ444

CONTACT

PHONE: 952 132 388 | FAX: 952 131 100

E-MAIL: vomorales@uma.es | WEB: <http://psicologia.del.deporte.uma.es>

ADDRESS: Dpto. Psicología Social, Antropología Social, Trabajo Social y Servicios Sociales. Facultad de Ciencias de la Educación. Campus Teatinos, s/n. 29071- Málaga