

## **Institut of Psychology at UMCS**

### **Research topics for the academic year 2023/2024**

**Supervisor** – dr hab. Oleg Grabaniuk

1. Psychology of individual differences, social psychology, and personality psychology: Taxonomy of individual differences based on analyses of the lexicon of individual differences in different languages.
2. Psychology of consumer behavior: Determinants of perceived benefits and losses for the self-image due to the consumption of brands.
3. Psychology of political marketing: Determinants of the image of politicians, parties, and electorates. Self-standards and political decisions.