UCL is seventh in the world's top ten universities (QS Rankings 2015) and the UK's top-rated university for research strength (REF 2014). With over 6,000 academic and research staff, £1 billion turnover, and students from 150 countries, we are London’s Global University.

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UCL Consultants is one of the UK’s leading providers of academic consultancy. Drawing on the best of UCL, we can connect you with critical specialist knowledge and first-class research facilities, or provide the access to leading researchers you need. With experience in working with clients large and small, our commercial and contractual experience allows UCL’s academic input to be successfully integrated into your project.

UCL is Europe’s research powerhouse in neuroscience, psychology, and psychiatry. We strive to bring our academic insights together with industrial and commercial partners to solve the key problems of today’s world. With over 900 ground-breaking researchers, world-class facilities, and partnerships with eight leading hospitals, we are uniquely equipped to help you understand and make the most of human behaviour, perception, and cognition.
Example insights include:

- Founded the NHS Centre for Smoking Cessation and Training and continue to provide the evidence base for best practices in smoking cessation interventions
- Analysis of large donations on online fundraising pages showed that men make larger donations when giving to an attractive female fundraiser when they know another man has previously donated a large amount.
- Priming people to believe they have a lower social status encourages them to undertake more altruistic and pro-social behaviour.
- Even when warned to expect dishonesty, people quickly return to a bias towards thinking that others are telling the truth.
- Once people have made a decision, even on a hypothetical basis, they will be biased towards their decision for years afterward.

Specialities:

- Emotion and behaviour
- Empathy and dehumanisation
- Group pressure and collective behaviour
- Health and wellbeing interventions
- Influence of social status
- Motivation and motivated behaviour
- Perception of authenticity and deception
- Pro-social behaviour and altruism
- Self-perception

Services and capabilities offered:

- Design and delivery of behavioural change interventions
- Impact and evaluation analysis
- Bespoke training and idea workshops
- Neuroimaging
- Big data analytics and data modelling

UCL brings value when:

- Planning nudge interventions
- Understanding motivations of clients or audience
- Building effective relationships and pro-social environments

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