

SRAM Master of Science Program

The SRAM MS is an Option II MS program. More information on Degree Options can be found on page 12 of the 2005-2007 Graduate Studies Bulletin.

Requirements:

- o 45 credit hours:
 - Core Areas including Research Elective (27 credits)
 - Internship (6 credits)
 - Practicum (3 credits)
 - Minor Area (9-12 credits)*
- o Prerequisite: Introductory Stats (Stat 218)**
- o No thesis required

*Some Minor specializations require 12 credit hours. In such cases, students may elect to use one course as both a research elective and as a Minor requirement.

**An introductory (undergraduate) statistics course is a program prerequisite. New students lacking the statistics prerequisite will be expected to fulfill this requirement *without program credit* in their first semester of study at their expense.

Course Requirements

Core Areas:

One course (or equivalent) from each of the 8 areas listed below (24 credits) and one elective (3 credits) is required.

1. Data Collection Methods: Face-to-face, telephone, mail, and internet data collection methods; impact of data collection methods on survey errors; mode effects

SRAM 818 – Data Collection Methods

2. Research Design: Experimental design; quasi-experimental design; panel designs; and quantitative v. qualitative data collection and analysis.

SRAM 922 – Randomized/Nonrandomized design

STAT 802 – Experimental Design

3. Survey Error and Measurement: Reliability, validity, bias; measurement models; and scale analysis.

SRAM 921 – Total Survey Error

EDPS 870 – Introduction to Educational and Psychological Measurement

PSYCH 948 – Latent Trait Measurement Models

4. Sampling: Sampling design; variance estimation and adjustment; and response rates and bias.

SRAM 815 – Applied Sampling

SRAM 915 – Advanced Sampling
STAT 804 – Survey Sampling

5. Instrument Design and Evaluation: Questionnaire design; cognitive and communicative processes in answering survey questions; question- and response- order effects; attitude measurement; measurement of facts and behaviors.

SRAM/PSYC 946 – Psychology of Survey Response

SRAM/PSYC 947 – Questionnaire Design

SRAM xxx – Questionnaire Pretesting and Evaluation

SRAM xxx – Discourse Analysis of Question and Answer Interaction

6. Cross Cultural Survey Research: Study design; study specifications; study management; instrument design; instrument adaptation and translation; instrument testing; data collection.

SRAM 817 – Cross-cultural and Multi-population Survey Methodology

SRAM 920 – Instrument Design and Development for Cross-Cultural Surveys

7. Intermediate Statistics: Multivariate analysis; ordinary least squares and logit regression; and analysis of interaction effects.

SRAM 816 – Principles of Survey Analysis

EDPS 969 – Nonparametric Statistical Methods

SRAM/SOCI 863 – Advanced Methods of Social Research II

SRAM/EDPS 941 – Intermediate Statistics: Experimental Methods

SRAM/EDPS 942 – Intermediate Statistics: Correlational Methods

STAT 870 – Multiple Regression Analysis

8. Advanced Statistics: Structural equation modeling; modeling categorical data;

discriminant analysis; general linear models; and conjoint analysis.

PSYCH 944 – Multilevel Models for Longitudinal Data

PSYCH 945 – Advanced Multilevel Models

SRAM/MRKT 824 – Advanced Quantitative Analysis in Marketing

SRAM 898 – Categorical Data Analysis (Special Topics)

SRAM/SOCI 902 – Seminar in Research Methods

SRAM/EDPS/PSYCH 971 – Structural Equation Modeling

SRAM/EDPS 972 – Multivariate Analysis

STAT 873 – Applied Multivariate Statistical Analysis

STAT 875 – Categorical Data Analysis

STAT 880 – Introduction to Mathematical Statistics

STAT 882 – Mathematical Statistics I – Distribution Theory

STAT 883 – Mathematical Statistics II – Statistical Inference

STAT 885 – Applied Statistics I

STAT 970 – Linear Models

Please Note: One course each (or equivalent) from the intermediate and advanced statistics areas, or two courses from the advanced statistics area (6 credits), are required.

Courses in the Core Areas may NOT be taken as Pass/No Pass. SRAM students are required to earn a grade of B or better in each Core Area course.

Research Electives (3 credits)

With the Major adviser's approval, students choose one additional course to broaden their training in survey research and methodology. A course used to fill one of the required content areas may not also be used as an elective. However, with the adviser's approval, a student can take a *second* course from a required topic area and have this count as an elective. Electives may include courses in research methods, analysis, the theory of public opinion, program evaluation, qualitative methods, philosophy of science, market research, consulting, data reporting or other areas, at the adviser's discretion.

Minor Requirements (9-12 credit hours)

Students in Survey Research and Methodology choose a Minor area of emphasis from a wide variety of fields such as: sociology, political science, psychology, educational psychology, marketing, statistics, journalism, public administration, or education. This allows students to hone their skills and knowledge for particular future career environments. Students will select a Minor area adviser in their selected area of specialization who will assist in the selection of courses in this area. Some Minor specializations require 12 credit hours. In such cases, students may elect to use one course as both a research elective and as a Minor requirement.

Internship and Practicum (9 credit hours total)

Students in the Survey Research and Methodology MS program are required to complete an internship (6 credits) and practicum (3 credits). Internship opportunities will be arranged with one of several commercial survey and market firms, media groups, governmental agencies, academic research establishments and nonprofit associations. These internships normally take place between the students' first and second years of residence.

Internship (6 credits)

The internship is a crucial component of student training in the SRAM program and reflects our philosophy of combining survey theory with practice. During their internships students may be required to attend seminars, contribute to grant writing, and work with statistical packages (e.g., SPSS, SAS, LIMDEP, GAUSS, S-PLUS, Stata) or data collection systems (e.g., CAPI, CASI, CATI). The range of possible activities is wide.

Practicum (3 credits)

Students complete a written practicum that is based on elements of their internship.

More information on the internship/practicum can be found at:
<http://sram.unl.edu/prospectiveandcurrentstudents/intern.asp>

Advising

All students are assigned a Major adviser. M.S. students are expected to select a Minor area adviser by the end of their first year of studies.

Comprehensive Final Examination

M.S. student must pass a written comprehensive examination covering the core areas of survey research and methodology at the M.S. level. See page 22 of this handbook for more information.