Faculty

Philip S. Brenner (PhD, University of Wisconsin; Postdoctoral Fellow, University of Michigan). Program director. Winner of 2009 Seymour Sudman Award of the American Association for Public Opinion Research.


Floyd J. Fowler (PhD, University of Michigan). Books include Survey Research Methods and Improving Survey Questions, Sage Publications.

Anthony Roman (MA in mathematical statistics, Pennsylvania State University). Former special assistant in the Demographic Surveys Division of the U.S. Bureau of Census.

Russell K. Schutt (PhD, University of Illinois, Chicago; Postdoctoral Fellow, Yale University). Books include Homelessness, Housing, and Mental Illness, Harvard University Press; Investigating the Social World, Sage Publications.

Reef Youngreen (PhD, University of Iowa). Articles include “Identity Maintenance and Cognitive Test Performance.” Social Science Research.

The Center for Survey Research

Established in 1971 by the University of Massachusetts Boston, the Center for Survey Research conducts basic and applied research into important social issues, and supports public and private agencies and university scholars in carrying out policy-related research. Projects have focused on areas such as health and healthcare, employment, education, mental health, environmental impacts, gerontology, law and criminal justice, public policy, and social service needs. For more information on the Center for Survey Research, go to www.csr.umb.edu.

The Department of Sociology

The Department of Sociology offers undergraduate degrees in sociology, criminology/criminal justice, and social psychology, and a Master of Arts in applied sociology. Applied sociology graduate students study an innovative and challenging curriculum in applied research, social policy, and social problems. Faculty research includes surveys of low-income health program participants, at-risk youth, former prison inmates, and patterns of income inequality. For more information on the Department of Sociology, go to www.umb.edu/academics/cla/sociology.
Program Structure and Courses

Fifteen credit hours are required: four three-credit core courses and three more credits in electives. Some courses are offered online, during the summer, and on weekends to meet the needs of employed students and non-matriculated students.

Core courses

Introduction to Survey Methodology
An introductory overview of all phases of survey research, including survey design and execution, sample design and execution, alternate modes of data collection (in-person, phone, mail, web), questionnaire design and question evaluation, nonresponse, interviewing and other aspects of data collection, and analyzing and presenting survey findings.

Sampling and Inferential Statistics
A one semester course that gives a more in-depth understanding of analyzing survey data collected from complex samples. Various complex sample designs, sample frames which can be used with various populations, and effective strategies for implementing sample selection procedures are covered. How sample designs affect survey weights and variance estimates is covered along with issues related to survey nonresponse and nonresponse adjustment. A basic understanding of survey research methods is assumed.

Measurement: Question Design and Evaluation
This one semester course covers the core principles of designing questions to maximize survey validity and reliability. It also covers the basic strategies for evaluating questions including appraisals, cognitive testing, pretesting, behavior coding, and psychometric analysis. A previous course in general survey or research methods is desirable.

Methods of Research II (Quantitative Data Analysis)
Interpretation, analysis, and presentation of quantitative data. Course exercises use descriptive statistics, cross-tabulation, regression analysis, and inferential statistics to analyze social data. Procedures for computer based statistical analyses are introduced and used. No prior experience with computers or statistical formulae is required.

Elective courses

» Evaluation Research
» Theory and Practice of Interviewing
» Internship in Survey Research
» Designing Internet Surveys
» Survey Research Ethics
» Survey Experiments

Admissions Requirements

» Complete college transcripts
» BA in a social science or related field
» Undergraduate GPA of 3.2 or higher
» GRE test score
» Three letters of recommendation
» Personal statement (500 words) concerning career plans and survey research interests
» English proficiency exam scores (TOEFL) for non-English speakers

For complete admissions information go to Graduate Admissions: www.umb.edu/admissions/grad.