



data skills for the study of public opinion and social behaviour

Master of Arts (MA) in public opinion and survey methodology

GENERAL OUTLINE

Objectives

Surveys and public opinion polls have grown in importance in recent years in social, consumer, political and policy research, and their value is increasing as researchers explore their potential to provide insights in combination with big data sources. In the digital age, methods of data collection as well as techniques and tools for the analysis and interpretation of data have become fundamental skills for social and political science graduates. There is a recognised need for professionals who are able to combine a strong theoretical, methodological and technical knowledge of survey research, with the ability to manage, analyse and visualise data, and the skills to apply all this to complex research challenges.

This interdisciplinary Master's course – a joint programme between the Faculty of Social and Political Sciences at the University of Lausanne, the Faculty of Humanities and Social Sciences at the University of Lucerne and the Faculty of Science of the University of Neuchâtel – is intended to teach you how to conduct a survey, from its design to data processing. Alongside, you will learn how to perform statistical analyses of data using a variety of

methods and how to visualise the results. These practical skills are combined with a theoretical background in the social and psychological processes underpinning public opinion formation and expression, and social and consumer behaviour.

Distinctive features of the study programme are its multilingualism and multidisciplinary, with the emphasis on both academic and practical aspects.

Career prospects

- Private and public companies in the sector of polling, data collection and analysis (social and market research)
- Federal and cantonal public administration, statistical offices
- Doctoral training, research and teaching at University or UAS level
- Non-governmental and international organisations
- Journalism, media, public relations, communication
- Business and marketing analytics

Alumni testimonials:

<https://surveymethods-ch.weebly.com/alumni-testimonials.html>

GENERAL INFORMATION

Organisers

University of Lausanne
University of Luzern
University of Neuchâtel

Degree awarded

Master of Arts (MA) in Public Opinion and Survey Methodology

ECTS credits

90

Duration

3 semesters or according to the regulations of the Faculty of enrolment

Teaching language

Mainly English for the compulsory courses, and the languages of the three partner universities (optional). Recommended level: C1.

Contact

M^{me} Renate Albrecher
Scientific coordinator of the programme
University of Lausanne
Faculty of Social and Political Sciences
Renate.Albrecher@unil.ch

Additional information

www.unil.ch/ssp/master > Méthodologie d'enquête et opinion publique



EDUCATIONAL CONTENT

Description

The Master of Arts includes 90 ECTS credits and is composed of three parts:

- a common programme giving entitlement to 45 ECTS credits;
- a special subject worth at least 15 ECTS credits;
- a dissertation (which may or may not be related to an internship) equating to 30 ECTS credits.

The common programme comprises three modules. Module 1 provides an in-depth understanding of definitions and theories underlying the concepts of public opinion and social, political and consumer behaviour. Module 2 covers the various tools and techniques required to organise a survey. Module 3 focuses on the analysis of survey data and the visualisation of results. It also provides an introduction to advanced methods of statistical analysis and programming in R.

Mobility

Students on the programme benefit from the specialisms of the three partner universities and their geographical proximity to key industry partners. The courses, therefore, run on three University sites and involve mobility on your part during two semesters. Teaching timetables are adapted accordingly.

Skills development

In addition to methodological insight and knowledge, particularly quantitative and statistical, enabling you to design, implement and analyse a survey in the private or public sector, you develop theoretical skills that allow you to understand how chosen methods and research questions can affect results.

The course also develops a large number of cross-disciplinary skills such as: discernment, analytical and summarising skills, research experience, and so on. This range of skills, combined with specialist knowledge acquired during their studies, prepares students for professional careers in very varied sectors of activity (see under "Career Prospects").

SYLLABUS*

1st-3rd semester

Compulsory courses (in English)

Module 1: Theoretical Foundations of SRM and of Opinion Formation

- Designing and Planning Social Science Research
- Social Processes and Social Structures: Current Debates and Dynamics
- Social Psychology of Opinion Formation
- Researching Lifestyles, Consumption, and Beliefs in the Digital Era

Module 2: Survey Methodology

- Survey Research Methods
- Data Production, Quality and Equivalence
- Introduction to Survey Statistics
- Questionnaire Design

Module 3: Analysing and Presenting Survey Data

- Statistical Analysis for Survey Research
- Introduction to Data Management and Statistical Software
- Geometrics and Visual Data Analysis
- Exploratory Techniques, Data Visualization and Data Presentation

45 ECTS credits

Optional courses

You are free to compose your own programme of optional courses programme, based on your chosen specialisation, which must then be approved by the Scientific Committee.

Optional courses are taught mainly in the language of the University where the course is given. A few optional courses are also taught in English.

At least 15 ECTS credits

Dissertation 30 ECTS credits

* Subject to changes

PRACTICAL INFORMATION

Admission requirements

Candidates must hold a Bachelor's degree awarded by a Swiss university in one of the following fields: Sociology, Political Science, Media and Communication Sciences, Psychology, Economics, Finance, Management or a qualification deemed equivalent by the Scientific Committee.

A programme designed to bring the student's basic knowledge of statistics or quantitative methods up to the required standard is available.

Enrolment and final dates

Applications to be submitted before 30th April to the Admissions Office of one of the partner universities.

Candidates needing a visa to study in Switzerland: 28 February.

Start of courses

Mid-September
Academic calendar: www.unil.ch/central/calendar

Part-time Master's degree

Under certain conditions, a Master programme can be followed part-time.
www.unil.ch/formations/tempspartiel

General information on studies, guidance

www.unil.ch/soc

Career prospects

www.unil.ch/perspectives

Accommodation and financial assistance

www.unil.ch/sasme

International

www.unil.ch/international

