SRAM Master of Science Degree Requirements
(pending university approval)

The SRAM MS is an Option II MS program. More information on Degree Options can be found at http://www.unl.edu/gradstudies/current/degrees/masters.

Requirements:
  o 42 credit hours:
    SRAM Areas (21 credits)
    SRAM Electives (6 credits) and Internship (6 credits); or SRAM Electives (12 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.

In general, the SRAM program is administered by the Program Director, SRAM Area Committee, and Faculty Advisors (who are assigned before the student's first semester begins. To assist the graduate committee and advisors in evaluating academic progress and career development, the program requires the submission to the SRAM office of a Student Activity Report (SAR) by the first Monday of the second week of each semester (with the exception of the first semester of enrollment). Please see the SRAM website under “student resources” for this form.

Major Course Requirements (21 credit hours)

SRAM Areas and Courses:

A. The following course is required (3 credits):

1. Overview of Survey Research: Design and analysis of sample surveys. The basics of questionnaire construction, sampling, data collection, analysis and data presentation. SRAM865 – Survey Analysis and Design

B. One course (or equivalent) from 6 of the 8 SRAM Areas listed below (18 credits):

2. Data Collection Methods: Face-to-face, telephone, mail, and internet data collection methods; impact of data collection methods on survey errors; mode effects SRAM/PSYC/SOCI 818 – Data Collection Methods
3. 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

4. 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
PSYC 948- Latent Trait Measurement Models

5. Sampling: Sampling design; variance estimation and adjustment; and response rates and bias.
SRAM 819 – Applied Sampling SRAM
915 – Advanced Sampling STAT 804 – Survey Sampling

6. 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/SOCI 947 – Questionnaire Design

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.
SRAM 917 – Principles of Survey Analysis II
PSYCH 944 – Multilevel Models for Longitudinal Data
PSYCH 945 – Advanced Multilevel Models
SRAM/MRKT 824 – Advanced Quantitative Analysis in Marketing
SRAM/SOCI 902 – Seminar in Research Methods
SRAM/EDPS/PSYCH 971 – Structural Equations
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
STAT 970 – Linear Models

9. Theory and Research in Survey and Related Methods:
SRAM/SOCI 902 – Seminar in Survey Research Methods
SRAM 915 – Advanced Sampling
SRAM 920 – Instrument Design and Development for Cross-Cultural Surveys
SRAM 921 – Total Survey Error
SRAM/PSYC 946 – Psychology of Survey Response
SRAM 998 – Advanced Topics in Survey Analysis
SRAM xx1- CARMA Video Library Topics
SRAM xx2- CARMA Webcast Topics
SRAM xx3- CARMA Short Course Topics

Courses in the SRAM Areas may NOT be taken as Pass/No Pass. SRAM students are required to earn a grade of B or better in each SRAM Area course. Students who fail to make adequate progress toward the M.S. degree will be placed on probation and may be terminated from the program at the discretion of the Graduate Committee.

C. Research Electives (6 credits)

With the approval of the Program Director and their major advisor, students choose two additional courses to broaden their training in survey research and methodology. A course used to fill one of the 7 SRAM Area requirements may not also be used as an elective. However, with the advisor’s approval, a student can take a second course from a SRAM Area and have this count as an elective, or they may take a course from a SRAM Area not chosen to meet the major requirement and use it as an elective. A course from SRAM Area 9 may also be used as an elective. Electives may also include courses in market research, business analytics, cross-cultural research, psychology, sociology, research methods, statistics, the theory of public opinion, program evaluation, qualitative methods, philosophy of science, consulting, data reporting or other areas.

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: market research, business analytics, psychology, sociology, research methods, statistics, the theory of public opinion, program evaluation, qualitative methods, philosophy of science, consulting, data reporting or other areas. This allows students to hone their skills and knowledge for particular future career environments. Students will select a minor area advisor in their selected area of specialization who will assist in the selection of courses in this area. Courses from the SRAM Areas may count toward a minor if they have not been used to meet area requirement or used as an elective. 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 (Optional- 6 credit hours)**
Students in the Survey Research and Methodology MS program may complete an optional internship (6 credits). The internship experience has been a critical factor in employment of graduates. 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.

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. To receive credit for their internship students must submit a summary of their activities and a report on a special project done as part of their internship that is approved by the Program Director and their Advisor.

As an alternative to the internship, students may take two electives (6 credits) instead.

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

**Advising**
All students are assigned a Major advisor before their first semester begins. M.S. students are expected to select a minor area advisor by the end of their first year 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 20 of this handbook for more information.

**SRAM Master's Specialization for Other Degree**

Anyone wishing to have SRAM as a specialization area for another master’s degree must obtain approval from the Program Director and Graduate Committee. Students from other disciplines who have chosen to make Survey Research and Methodology their minor are required to take 4 courses from SRAM MS course areas and electives as approved by the Program Director, the Graduate Committee, and the minor advisor. Of these four courses, 1) one is required (Area 1-SRAM 865), 2) two must come from SRAM Areas 2-7), the fourth may come from Areas 8 or 9, or may be an approved elective, and 4) no more than one course may be taken from each area. Students are required to earn a grade of B or better to earn credit towards the SRAM minor.
Appendix SRAM Areas and Courses

1. Overview of Survey Research: Design and analysis of sample surveys. The basics of questionnaire construction, sampling, data collection, analysis and data presentation. SRAM 865 – Survey Analysis and Design (3 credits)

2. Data Collection Methods: Face-to-face, telephone, mail, and internet data collection methods; impact of data collection methods on survey errors; mode effects SRAM/PSYC/SOCI 818 – Data Collection Methods

3. 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

4. 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 PSYC 948- Latent Trait Measurement Models

5. Sampling: Sampling design; variance estimation and adjustment; and response rates and bias. SRAM 819 – Applied Sampling SRAM 915 – Advanced Sampling STAT 804 – Survey Sampling

6. 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/SOCI 947 – Questionnaire Design


8. Advanced Statistics: Structural equation modeling; modeling categorical data; discriminant analysis; general linear models; and conjoint analysis. SRAM 917 – Principles of Survey Analysis II PSYCH 944 – Multilevel Models for Longitudinal Data PSYCH 945 – Advanced Multilevel Models
SRAM/MRKT 824 – Advanced Quantitative Analysis in Marketing
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

9. Theory and Research in Survey and Related Methods:
SRAM/SOCI 902 – Seminar in Survey Research Methods
SRAM 915 – Advanced Sampling
SRAM 920 – Instrument Design and Development for Cross-Cultural Surveys
SRAM 921 – Total Survey Error
SRAM/PSYC 946 – Psychology of Survey Response
SRAM 998 – Advanced Topics in Survey Analysis (Special Topics)
SRAM xx1- CARMA Video Library Topics
SRAM xx2- CARMA Webcast Topics
SRAM xx3- CARMA Short Course Topics

10. Other Courses
894- Professional Development in Survey Research (1-2 credits, max. 2 credits)
895- Internship (3-6 credits)
896- Practicum in Survey Research and Methodology (3 credits)
898- Special Topics (3 credits, max. 24 credits)
899- Master’s Thesis (6-10 credits)
999- Doctoral Dissertation (1-24 credit)