



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

An innovative and practical programme

This interdisciplinary practical programme, the fruit of collaboration between the Faculty of the University of Neuchâtel, the Faculty of Social and Political Sciences of the University of Lausanne, and the Faculty of Humanities and Social Sciences of the University of Lucerne, is characterized by its multilingualism and multidisciplinary, with the emphasis on both academic and practical aspects. The course takes place on three university sites, requiring students to attend various locations.

Public opinion polls and surveys on social, political and consumer behaviour have become more important in recent years. At the same time, ever more complex methods of data collection have been developed, as have techniques and tools for data analysis and interpretation. Up to now, there have been no university courses that account for this development and its wider implications. There is now a recognized need for professionals who are able to combine strong theoretical, methodological and technical knowledge of survey research, and are moreover aware of the legal issues related to data processing.

Acquired skills and objectives

This Master's programme is intended to teach students how to produce a survey independently, from design to data, for the public as well as the private sector. Students gain methodological insight and knowledge, particularly quantitative and statistical, enabling them to design, implement and analyse a survey in the private or public sector. In addition, they develop theoretical skills that allow them to understand how chosen methods and research questions can affect results. The course allows students to acquire a range of cross-disciplinary skills such as: discernment, analysis and summarization skills, research experience, acquisition and transmission of knowledge, independence, and the ability to form judgements in their field of specialization and related areas. This range of expertise, combined with specialist knowledge acquired during their studies, prepares students for professional careers in a huge variety of sectors.

Degree awarded

Master of Arts in Public Opinion and Survey Methodology

Credits

90 ECTS credits, 3 semesters

Teaching languages

English (French and German for some elective courses)

Admission conditions

Candidates must hold a Swiss Bachelor's degree in one of the following fields: Sociology, Political Science, Media and Communication, Sciences, Psychology, Political Economy and Finance. They must have a basic knowledge of statistics and quantitative methods. Another degree or university qualification may be deemed equivalent, allowing access to the MA program with additional requirements.

Application deadline

April 30 for the autumn semester (mid-September)

Start date: Autumn Semester

Registration

Bureau des immatriculations

Av. du 1^{er}-Mars 26

CH-2000 Neuchâtel

www.unine.ch/immatriculation

Information

Institute of Statistics

Phone: +41 32 718 13 80

www.unine.ch/mscosr

Joint programme:





Programme structure

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

- a common programme of compulsory courses
- elective courses
- Master's thesis (which may or may not be related to an internship).

The common programme is split into three modules. Module 1, "Theoretical foundations of SRM and of opinion formation", provides a deep understanding of the definitions and theories underlying the concepts of public opinion and social, political and consumer behaviour. Module 2, "Survey research methodology", covers the various tools and techniques required to organize a survey, with respect to both quantitative and qualitative methods. Module 3, "Analysing and presenting survey data", focuses on the analysis of survey data and the visualization of results. It also provides an introduction to advanced methods of statistical analysis.

Career

Jobs open to graduates of this programme include non-governmental and international organizations, public statistics institution, and private and public organizations providing polling, data collection and analysis (social and market research and advertising), federal and cantonal public administration. This Master's programme also paves the way to careers in journalism, media, public relations and communication, as well as in scientific research and teaching at a university or a Swiss haute école.

Master program

First three semesters

Compulsory courses

Module 1: Theoretical foundations of survey methodology and opinion formation

- The field of survey research methodology
- Analysis of social structure and social behaviour
- Social psychology of opinion formation
- Approaches and methods in consumer research

Module 2: Survey research methodology

- Survey research methods and data production
- Survey research methods in context: quality and comparison issues
- Introduction to survey statistics
- Questionnaire development and design

Module 3: Analysing and presenting survey data

- Statistical analysis for survey research
- Introduction to data management and statistical software
- Factorial methods and cluster analysis
- Exploratory techniques, data visualization and data presentation

Master's thesis or internship with report (30 ECTS credits)

Elective courses

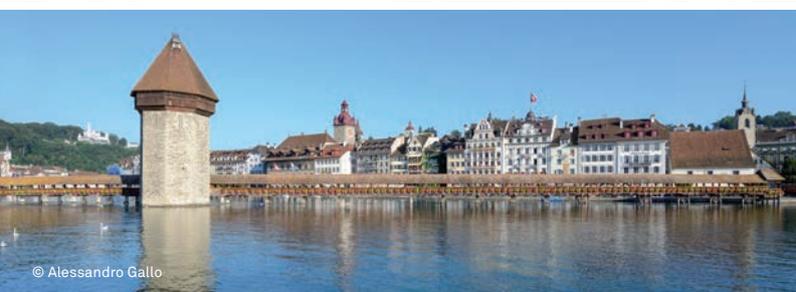
To be chosen from courses offered by partner faculties.

For further information

www.unine.ch/mscosr/



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