

APPLIED SOCIAL RESEARCH, CERTIFICATE

The Certificate in Applied Social Research is designed for students who are interested in answering questions about the social world with qualitative and quantitative data and scientific research methods. This program prepares students for jobs in applied social research and for graduate study. Students gain training in advanced statistics, social science computing, and a variety of research methods. By selecting appropriate electives and internships, students may focus their training on demography, survey research, marketing and communications, criminal justice, health care, education, social services, natural resources, organizations, or personnel and human resources.

HOW TO GET IN

HOW TO GET IN

Students may declare the certificate after completing at least one Introductory Statistics course and at least one Social Science Methods course with a 3.000 GPA. This GPA is computed on all attempts prior to and including the first passed attempt of any eligible course in each group.

Students must meet with either the Sociology undergraduate advisor or the CASR program director to declare the certificate. Appointments may be arranged via email or in Starfish.

Code	Title	Credits
Introductory Statistics		
Complete one of the following:		
SOC/C&E SOC 360	Statistics for Sociologists I (preferred)	4
STAT 301	Introduction to Statistical Methods	3
STAT 240	Data Science Modeling I	4
STAT 324	Introduction to Statistics for Science and Engineering	3
STAT 371	Introductory Applied Statistics for the Life Sciences	3
ECON 310	Statistics: Measurement in Economics	4
ED POL 209	Introduction to Quantitative Methods in Education Policy	3
I SY E 210	Introduction to Industrial Statistics	3
B M E 325	Applied Statistics for Biomedical Engineers	3
CBE 355	Statistics for Chemical Engineers	3
PSYCH 210	Basic Statistics for Psychology	3
MATH/STAT 310	Introduction to Probability and Mathematical Statistics II	3
Social Science Methods		
Complete one of the following:		
SOC/C&E SOC 357	Methods of Sociological Inquiry	3-4

POLI SCI 170	Research Methods in Political Science	3-4
LSC 250	Research Methods in the Communication Industry	3
HDFS 425	Research Methods in Human Development and Family Studies	3
CNSR SCI 201	Consumer Insights	3
SOC WORK 650	Methods of Social Work Research	3

REQUIREMENTS

REQUIREMENTS

The Applied Social Research certificate requires a minimum of 15 credits. Students must complete a separate course for each requirement below.

Code	Title	Credits
Statistics (complete one course):		3
SOC/C&E SOC 361	Statistics for Sociologists II	
ECON 400	Introduction to Applied Econometrics	
ECON 410	Introductory Econometrics	
STAT 333	Applied Regression Analysis	
STAT 340	Data Science Modeling II	
Data Management (complete one):		3
SOC/C&E SOC 365	Data Management for Social Science Research	
A A E/ECON 421	Economic Decision Analysis	
Research Electives		6
Complete at least 6 credits with a minimum of 3 credits in SOC		
SOC 351	Introduction to Survey Methods for Social Research	
SOC 362	Statistics for Sociologists III	
SOC 575	Sociological Perspectives on the Life Course and Aging	
SOC/AMER IND/C&E SOC 578	Poverty and Place	
SOC/C&E SOC 618	Social Network Analysis	
SOC 633	Social Stratification	
SOC 674	Demographic Techniques I	
A A E/ECON 526	Quantitative Methods in Agricultural and Applied Economics	
A A E/ECON 421	Economic Decision Analysis	
COMP SCI 320	Data Science Programming II	
INFO SYS 371	Technology of Computer-Based Business Systems	
MATH 415	Applied Dynamical Systems, Chaos and Modeling	
MATH/I SY E/OTM/STAT 632	Introduction to Stochastic Processes	
MARKETNG 310	Marketing Research	
POLI SCI 305	Elections and Voting Behavior	
POLI SCI 515	Public Opinion	

PSYCH 225	Research Methods
STAT 303	R for Statistics I
STAT 304	R for Statistics II
STAT 305	R for Statistics III
STAT 349	Introduction to Time Series
STAT 351	Introductory Nonparametric Statistics
STAT 411	An Introduction to Sample Survey Theory and Methods
STAT 421	Applied Categorical Data Analysis
STAT 436	Statistical Data Visualization
STAT/B M I 642	Statistical Methods for Epidemiology
STAT 405	Data Science Computing Project
STAT 575	Statistical Methods for Spatial Data
ED POL 601	Research and Evaluation for Equity
ED POL 605	Using Secondary Data: Applied Quantitative Analysis
ED POL 688	Introduction to Survey Methods for Education Research

Capstone

SOC/C&E SOC 693	Practicum in Analysis and Research	3
-----------------	------------------------------------	---

Total Credits**15**

RESIDENCE AND QUALITY OF WORK

- At least 8 certificate credits must be completed in residence.
- Minimum 3.000 GPA on all certificate courses.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

LEARNING OUTCOMES

1. Understand and practice principles of accurate, reproducible social research
2. Evaluate the relative strengths and weaknesses of various social science research methods for addressing different types of research questions
3. Process, manage, and analyze social science data
4. Evaluate the strengths and limitations of data for answering different types of research questions
5. Communicate research findings effectively to a variety of audiences, including applying best practices for data visualization
6. Think critically about ethical questions arising in the conduct of social science and design research according to best ethical practices
7. Articulate relevance of applied social research skills to careers and graduate education

ADVISING AND CAREERS

ADVISING AND CAREERS

Students should consult with the undergraduate advisor in Sociology or the Certificate in Applied Social Research faculty director to declare the certificate.

WHERE CAN I USE SOCIAL RESEARCH SKILLS?

Almost anywhere! Learning social research skills prepares students to pose research questions, understand what kinds of data can answer them, manage and analyze data and have the background to assess its quality. These skills can be deployed in many types of careers. Recent graduates have jobs such as data analyst, associate planner, risk analyst, research associate, study coordinator, and operations data specialist. They work in settings such as research centers, all kinds of business fields, and federal, state and local government offices and nonprofits. Recent graduates also have also pursued masters and doctoral degrees in Sociology and adjacent fields such as public health, policy, law, and medicine.

SUCCESSWORKS

SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps you turn the academic skills learned in your classes into a fulfilling life, guiding you every step of the way to securing jobs, internships, or admission to graduate school.

Through one-on-one career advising, events, and resources, you can explore career options, build valuable internship and research experience, and connect with supportive alumni and employers who open doors of opportunity.

- What you can do with your major (<https://successworks.wisc.edu/what-you-can-do-with-your-major/>) (Major Skills & Outcomes Sheets)
- Make a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
- Try "Jobs, Internships, & How to Get Them," (<https://successworks.wisc.edu/canvas/>) an interactive guide in Canvas for enrolled UW-Madison students