

Cours	Enseignants	★ S1	🌱 S2	★ S3	🌱 S4	Examen	Crédits	
<b>Master of Arts in Public Opinion and Survey Methodology</b>								<b>TOTAL 90</b>
<b>Compulsory courses</b>								<b>TOTAL 46</b>
<b>Theoretical foundations of SRM and of opinion formation</b>								<b>TOTAL 14</b>
The field of survey research methodology (UniL)		2ph	2ph			contrôle continu	3	
Analysis of social structure and social behaviour (UniLu)		2ph	2ph			contrôle continu	4	
Social psychology of opinion formation (UniL)			2ph		2ph	contrôle continu	3	
Approaches and methods in consumer research (UniLu)		2ph		2ph		contrôle continu	4	
<b>Survey research methodology</b>								<b>TOTAL 16</b>
Survey research methods and data production (UniL)		2ph	2ph			contrôle continu	3	
Introduction to survey statistics (UniNe)	B. Hulliger		4ph		4ph	écrit	6	
Questionnaire development and questionnaire design (UniL)			2ph		2ph	contrôle continu	3	
Survey research methods in context: quality and comparison issues (UniLu)			2ph		2ph	contrôle continu	4	
<b>Analyzing and presenting survey data</b>								<b>TOTAL 16</b>
Introduction to data management and statistical software (UniNe)	Y. TILLE	2ph		2ph		contrôle continu	3	
Statistical analysis for survey research (UniNe)	M. Langel	4ph		4ph		écrit	6	
Exploratory techniques, data visualization and data presentation (UniL)			2ph		2ph	contrôle continu	3	
Factorial methods and cluster analysis (UniLu)			2ph		2ph	contrôle continu	4	
<b>Master thesis/Internship with report</b>								<b>TOTAL 30</b>
Master Thesis			1		1	mémoire / dissertation	30	
Internship with report			1pg		1pg	rapport	30	