



**Please join us for a
special presentation
hosted by
The Ohio State University
College of Public Health**

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University of Michigan



What is survey methodology?

The Michigan Program in Survey Methodology (MPSM) offers degrees in Survey Methodology. In the most basic terms, survey methodology is the study of the science of surveys. More specifically, it is the study of sources of error in surveys--the bias and variability that affect the quality of survey data. As a field of knowledge, a profession, and a science, survey methodology seeks to link the principles of design, collection, processing, and analysis of surveys to an understanding of error.

The program offers Doctor of Philosophy and Master of Science degrees through the University of Michigan. The program's home is the Institute for Social Research, the world's largest academically-based social science research institute.

FRIDAY, NOVEMBER 17TH AT 9:30AM
CUNZ HALL ROOM 140

To learn more about MP5M: <http://psm.isr.umich.edu/>