

# PSYCHOLOGY: DATA SCIENCE IN HUMAN BEHAVIOR, MS

This is a named option within the Psychology, MS. (<http://guide.wisc.edu/graduate/psychology/psychology-ms/>)

This program is designed to train students who have an undergraduate degree in a core behavioral science (e.g., Psychology, Economics, Sociology) to use modern data-science tools to address questions regarding human behavior. These skills are highly in demand by business, government and non-profit organizations to better understand how people act and interact with products, advertisement and societal policies. The program is designed to be completed in four semesters of full-time study. It culminates in one semester of placement with companies or other organizations to conduct an applied capstone project.

Graduate students in this program are not permitted to accept any research, project, or teaching assistantship positions that would waive tuition or provide tuition remission.

## ADMISSIONS

### ADMISSIONS

Please consult the table below for key information about this degree program’s admissions requirements. The program may have more detailed admissions requirements, which can be found below the table or on the program’s website.

Graduate admissions is a two-step process between academic programs and the Graduate School. **Applicants must meet the minimum requirements (<https://grad.wisc.edu/apply/requirements/>) of the Graduate School as well as the program(s).** Once you have researched the graduate program(s) you are interested in, apply online (<https://grad.wisc.edu/apply/>).

Requirements	Detail
Fall Deadline	March 31
Spring Deadline	This program does not admit in the spring.
Summer Deadline	This program does not admit in the spring.
GRE (Graduate Record Examinations)	Not required.
English Proficiency Test	Every applicant whose native language is not English, or whose undergraduate instruction was not exclusively in English, must provide an English proficiency test score earned within two years of the anticipated term of enrollment. Refer to the Graduate School: Minimum Requirements for Admission policy: <a href="https://policy.wisc.edu/library/UW-1241">https://policy.wisc.edu/library/UW-1241</a> ( <a href="https://policy.wisc.edu/library/UW-1241/">https://policy.wisc.edu/library/UW-1241/</a> ).
Other Test(s) (e.g., GMAT, MCAT)	n/a

Letters of Recommendation Required 0

Applicants holding a bachelor's degree in the social sciences and a strong statistics and/or behavioral science research background are encouraged to apply for admission to the graduate program in data science in human behavior.

## FUNDING

### FUNDING

#### GRADUATE SCHOOL RESOURCES

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (<https://grad.wisc.edu/funding/>) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

#### PROGRAM INFORMATION

Students enrolled in this program are not eligible to receive tuition remission from graduate assistantship appointments at this institution.

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

### NAMED OPTION REQUIREMENTS

Face to Face	Evening/Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	Yes

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW-Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW-Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

## CURRICULAR REQUIREMENTS

### Requirement Detail

Minimum Credit Requirement	33 credits
Minimum Residence Credit Requirement	30 credits
Minimum Graduate Coursework Requirement	27 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a> ( <a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a> ).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1203">https://policy.wisc.edu/library/UW-1203</a> ( <a href="https://policy.wisc.edu/library/UW-1203/">https://policy.wisc.edu/library/UW-1203/</a> ).
Other Grade Requirements	None.
Assessments and Examinations	None.
Language Requirements	None.

## REQUIRED COURSES

Code	Title	Credits
<b>Semester 1 (Fall)</b>		
PSYCH 610	Design and Analysis of Psychological Experiments I	4
PSYCH 709	Proseminar in Data Science in Human Behavior	1
PSYCH 750	Programming for Human Behavioral Data Science	3
Optional Elective (suggested list below)		
<b>Semester 2 (Spring)</b>		
PSYCH 710	Design and Analysis of Psychological Experiments II	4
PSYCH 709	Proseminar in Data Science in Human Behavior	1
PSYCH 752	Applied Machine Learning for Behavioral Data Science	3
Elective (suggested list below)		
<b>Semester 3 (Summer)</b>		
PSYCH 755	Environments and Tools for Large-Scale Behavioral Data Science	3
PSYCH 790	Capstone I	5
<b>Semester 4 (Fall)</b>		
PSYCH 791	Capstone II	3
Optional Elective (suggested list below)		
<b>Electives (at least 6 credits)</b>		<b>6</b>
PSYCH 701	Proseminar in Experimental Psychology	
PSYCH 704	Proseminar in Clinical Psychology	
PSYCH 711	Current Topics in Psychology	

PSYCH/B MI / COMP SCI 841	Computational Cognitive Science
COMP SCI 564	Database Management Systems: Design and Implementation
COMP SCI 744	Big Data Systems
COMP SCI 763	Security and Privacy for Data Science
COMP SCI 765	Data Visualization
COMP SCI 784	Foundations of Data Management
COMP SCI 838	Topics in Computing
ECON 410	Introductory Econometrics
ECON 451	The Economic Approach to Human Behavior
E C E 379	Special Topics in Electrical and Computer Engineering (Topic: Data Science and Engineering)
<b>Total Credits</b>	<b>33</b>

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate or graduate degree programs.

## POLICIES

### GRADUATE SCHOOL POLICIES

The Graduate School's Academic Policies and Procedures (<https://grad.wisc.edu/acadpolicy/>) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

### NAMED OPTION-SPECIFIC POLICIES

#### PRIOR COURSEWORK

##### Graduate Credits Earned at Other Institutions

Students are not allowed to transfer credits of graduate coursework from other institutions.

##### Undergraduate Credits Earned at Other Institutions or UW-Madison

With program approval, no more than 3 credits of coursework numbered 300 or above from a UW-Madison undergraduate degree are allowed to transfer in fulfillment of the 6 credit elective course requirement. Coursework earned ten or more years prior to admission to a master's degree is not allowed to satisfy requirements.

##### Credits Earned as a Professional Student at UW-Madison (Law, Medicine, Pharmacy, and Veterinary careers)

Refer to the Graduate School: Transfer Credits for Prior Coursework (<https://policy.wisc.edu/library/UW-1216/>) policy.

##### Credits Earned as a University Special Student at UW-Madison

With program approval, students are allowed to transfer up to 3 credits of coursework numbered 300 or above taken as a University Special student

that can be applied towards the 6 credit elective course requirement. Credits earned ten or more years prior to admission to a master's degree is not allowed to satisfy requirements.

## PROBATION

Refer to the Graduate School: Probation (<https://policy.wisc.edu/library/UW-1217/>) policy.

## ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

## CREDITS PER TERM ALLOWED

15 credits

## TIME LIMITS

Refer to the Graduate School: Time Limits (<https://policy.wisc.edu/library/UW-1221/>) policy.

## GRIEVANCES AND APPEALS

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (<https://doso.students.wisc.edu/bias-or-hate-reporting/>)
- Graduate Assistantship Policies and Procedures (<https://hr.wisc.edu/policies/gapp/#grievance-procedure>)
- Hostile and Intimidating Behavior Policies and Procedures (<https://hr.wisc.edu/hib/>)
  - Office of the Provost for Faculty and Staff Affairs (<https://facstaff.provost.wisc.edu/>)
- Dean of Students Office (<https://doso.students.wisc.edu/>) (for all students to seek grievance assistance and support)
- Employee Assistance (<http://www.eao.wisc.edu/>) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
- Employee Disability Resource Office (<https://employee disabilities.wisc.edu/>) (for qualified employees or applicants with disabilities to have equal employment opportunities)
- Graduate School (<https://grad.wisc.edu/>) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
- Office of Compliance (<https://compliance.wisc.edu/>) (for class harassment and discrimination, including sexual harassment and sexual violence)
- Office of Student Conduct and Community Standards (<https://conduct.students.wisc.edu/>) (for conflicts involving students)
- Ombuds Office for Faculty and Staff (<http://www.ombuds.wisc.edu/>) (for employed graduate students and post-docs, as well as faculty and staff)

- Title IX (<https://compliance.wisc.edu/titleix/>) (for concerns about discrimination)

Students should contact the department chair or program director with questions about grievances. They may also contact the L&S Academic Divisional Associate Deans, the L&S Associate Dean for Teaching and Learning Administration, or the L&S Director of Human Resources.

## OTHER

n/a

## PROFESSIONAL DEVELOPMENT

### PROFESSIONAL DEVELOPMENT GRADUATE SCHOOL RESOURCES

Take advantage of the Graduate School's professional development resources (<https://grad.wisc.edu/pd/>) to build skills, thrive academically, and launch your career.

## PEOPLE

### PEOPLE

Faculty Director of the Data Science in Human Behavior: Tim Rogers, [ttrogers@wisc.edu](mailto:ttrogers@wisc.edu)