

# 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.