



# QUANTITATIVE METHODS IN THE SOCIAL SCIENCES

Applying social science understanding to translate data into action

The Quantitative Methods in the Social Sciences (QMSS) program seeks to unite Michigan's excellence in social science with the current revolution in data science. The minor in QMSS, which launched in Fall 2020, trains the next generation of social scientists in the methods needed to harness quantitative data in order to generate new insights and solutions to the problems of today and tomorrow.

Modern technology has gifted us with exciting new ways to understand the complexity of human behavior. QMSS encourages students to master the social science tools of the future. This is a unique opportunity for undergrads to pick up skills employers are looking for—skills most students aren't exposed to until their professional career or grad school.

The QMSS minor adds value to any major. Students graduate with a broad range of analytical experience, ranging from interpreting survey results to answering questions using publicly available Twitter data. Understanding a variety of techniques helps students not only to ask the right questions, but choose the right methods to answer them.

Whether it be working with local nonprofits or analyzing data for start-ups in QMSS 451, speaking at TEDx conferences, serving as a peer mentor, or working in summer internships, QMSS students are changing the world. With the ability to conduct data analysis and also make it understandable to everyday people, the possibilities are endless.

## QMSS STRATEGIC FUND

The QMSS Strategic Fund allows the QMSS Program to provide learning and leadership opportunities for QMSS students through invited guest seminar speaker events, skill-building and professional development workshops, and our student-led Peer Mentorship and Blog Writer Programs.

A gift of any size to our Strategic Fund will help us provide technology resources, build community among our students, and create an environment that encourages discovery and prepares them for impactful work in today's—and tomorrow's—society.

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"QMSS gives students an exposure to skills and concepts that are fundamental to today's world, both in academia and the business world. When I got to the University of Michigan, my only experience with data was making a Google Sheet. Now, I've done research for the Institute for Social Research, have made presentations about climate change in Tableau, and am learning the ropes of Python, and I haven't even finished the course sequence yet! The classes are informative, the faculty take care to make you understand what's going on, and the student community is incredibly supportive. Modern research is built on big data, and QMSS is teaching me how to understand it."

*—Connor Zahler, QMSS Minor, Organizational Studies and History Double Major, and QMSS Student Blog Assistant Editor and Office Assistant*

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## WAYS TO FUND YOUR GIFT

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*for what's next ▶*

**Look to Michigan**

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