

# WISCONSIN

colleges and universities receive

**\$29.1 million**

in

annual federal investment in

## Social & Behavioral Science Research

Federal agencies supporting social & behavioral science research in Wisconsin include:



Dept. of Health and  
Human Services  
(including NIH): \$21.6M



National Science  
Foundation: \$3.1M



Dept. of Defense:  
\$844,000



Dept. of Agriculture:  
\$737,000

Wisconsin institutions supported by federal social & behavioral science investment include:



University of  
Wisconsin-  
Madison: \$24.9M



University of  
Wisconsin-  
Milwaukee:  
\$3.6M



Marquette  
University:  
\$355,000



University of  
Wisconsin-Eau  
Claire: \$105,000



University of  
Wisconsin-Green  
Bay: \$70,000



University of  
Wisconsin-  
Stevens Point:  
\$55,000

**Federal investments in social and behavioral science research contribute to Wisconsin's economy and generate knowledge that helps us make America healthier, safer, and more prosperous.**

Source: National Center for Science and Engineering Statistics, Higher Education Research and Development Survey, FY 2016  
For more information, visit [cossa.org/state-fact-sheets](http://cossa.org/state-fact-sheets)

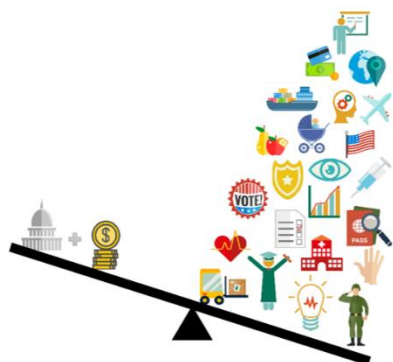
# WHY SOCIAL SCIENCE?

The U.S. federal government’s **modest annual investment** in social and behavioral science research yields **significant benefits** for the American people.

Of the \$38.8 billion the federal government spends on research and development annually, less than 5% (\$1.8 billion) is invested in Social and Behavioral Science Research.



“**Social and behavioral science**” encompasses a collection of STEM disciplines engaged in the **rigorous study of why and how humans behave as they do** as individuals, groups and within institutions, organizations, and society. It often refers to the disciplines of and fields within anthropology, communication, demography, economics, geography, history, law, linguistics, political science, psychology, sociology, and statistics, as well as countless multidisciplinary subfields.



Federally-supported scientific research—including **social and behavioral science research**—provides an evidence base that policy makers can use to produce science-backed strategies for addressing issues of national importance, such as **crime prevention, health care for the underserved, the safety of our troops, early childhood education, and improved efficiency of American businesses**, to name a few. Learn more at [www.whysocialscience.com](http://www.whysocialscience.com) at [www.cossa.org](http://www.cossa.org).

Knowledge derived from social and behavioral science research has made our **population healthier**, our **democracy fairer**, our **nation safer**, and our **economy stronger**. But more still needs to be done—**investment in social and behavioral science must continue to grow to yield benefits for the American people.**

COSSA is a nonprofit advocacy organization working to promote sustainable federal funding for and widespread use of social and behavioral science research and federal policies that positively impact the conduct of research. COSSA serves as a united voice for a broad, diverse network of organizations, institutions, communities, and stakeholders who care about a successful and vibrant social science research enterprise. The COSSA membership includes professional and disciplinary associations, scientific societies, research centers and institutes, and U.S. colleges and universities.