This 2-day online PATHS course will provide attendees with a basic awareness of the different goals, methods, and terminology used in three major fields of applied qualitative research: audience research, UX research, and program evaluation. Through hands-on activities, attendees will have opportunities to practice core research skills used in these careers. They will leave with an improved understanding of the ways that academic skills can be applied and translated in pursuit of qualitative research positions in the public and private sector.

The course will be taught by Tanya Treptow (PhD NELC ‘13), Vice President and Co-Director of Research at Slover Linett Audience Research. Treptow uses anthropological and sociological tools to help museums and performing arts organizations understand the deeper mechanisms of public engagement. Prior to her current role, Treptow worked in curatorial departments at the Art Institute of Chicago and the Oriental Institute and was a senior user experience specialist at Centralis, a research and design consultancy.

Interested? RSVP in GRAD Gargoyle > Events. We ask participants to commit to attending as much of the 2-day course as possible.