

Introduction to User Research Methods: A mixed method approach

Social science research methods are increasingly popular in non-academic settings from social media companies to government agencies to consultancies. In this course we will learn and practice a variety of methods commonly used in user research and policy analysis. We will learn to design and field online surveys, design discussion guides for in-depth interviews, conduct user testing, and conduct an analysis of equity and policy impacts. This course will be useful for students interested in an introduction to applied research commonly used in a variety of occupations where social science is valued.