**CARLETON UNIVERSITY**

**DEPARTMENT OF SOCIOLOGY AND ANTHROPOLOGY**

**ANTH 3215B/SOCI 3210D**

**WINTER 2024**

**DESIGN ANTHROPOLOGY**

**Instructor:** Tyler Hale

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**Method of Delivery:** Online

**Course Description:**

The field of user experience and in particular, user experience research, has exploded among private companies and public organizations in recent years. What is user experience research and why has it been a productive field of practice for anthropologists? This course is an introduction to the field of user experience research from a practical and theoretical point of view. In this course, students will learn how anthropologists have been plying their trade to improve the look, feel, and essential functionalities of products and services through qualitative research. Drawing on a mix of anthropological literature and case studies in user experience research, students will think deeply about the application of anthropology to everyday products and services, especially software, and begin to develop a practical understanding of the foundational elements of user experience research.

**Reading (s)/Textbook (s):**

There is one text to purchase: Travis, D.; Hodgson, P. (2019). *Think Like a UX Researcher*. CRC Press. The book by Hertzum on usability testing is available via the Carleton Library (online).

All other required reading materials are available in digital form via links provided on Brightspace.

**Course Requirements & Methods of Evaluation:**

Mid Term Exam- Total: 25%

Group Assignment #1: Discovery Research- Total: 25%

Group Assignment #2: Usability Testing- Total: 25%

Final Exam- Total: 25%