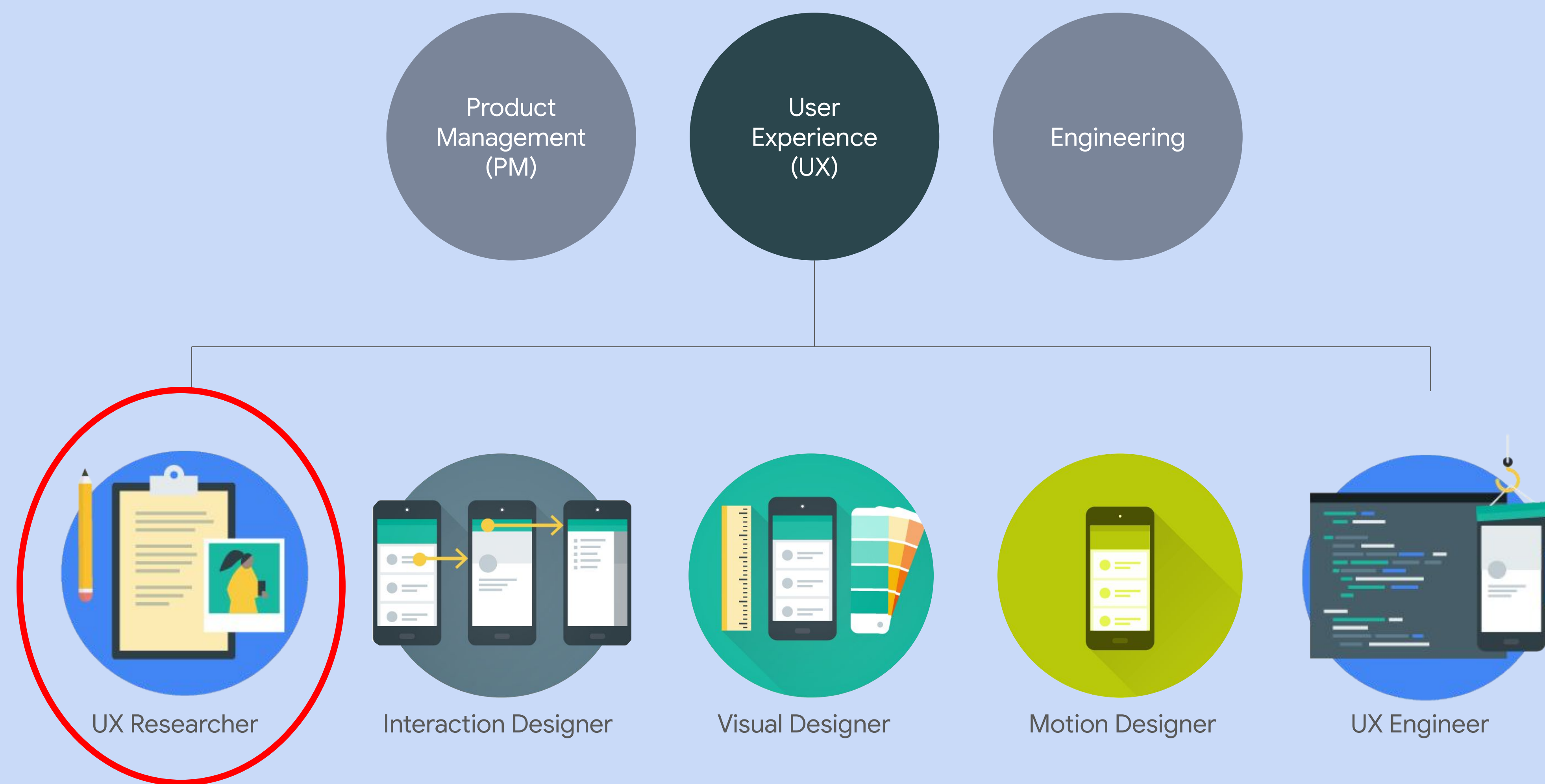
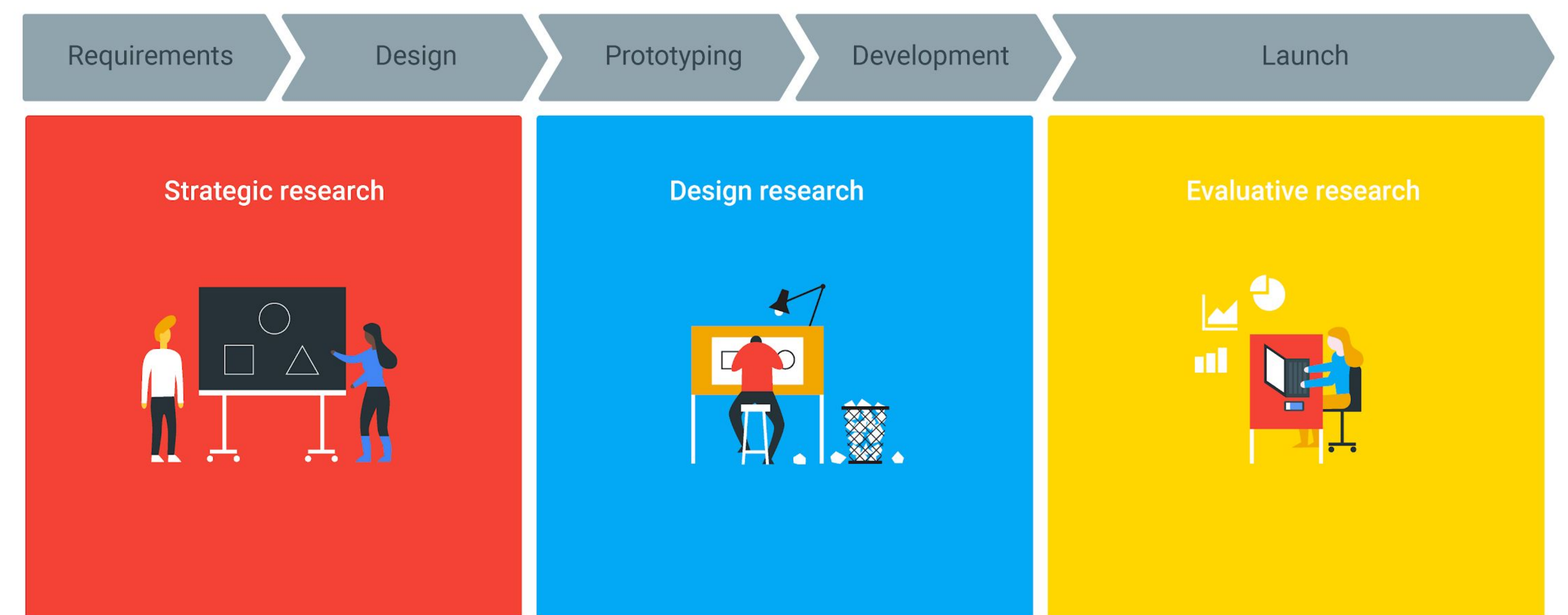


Organizational placement

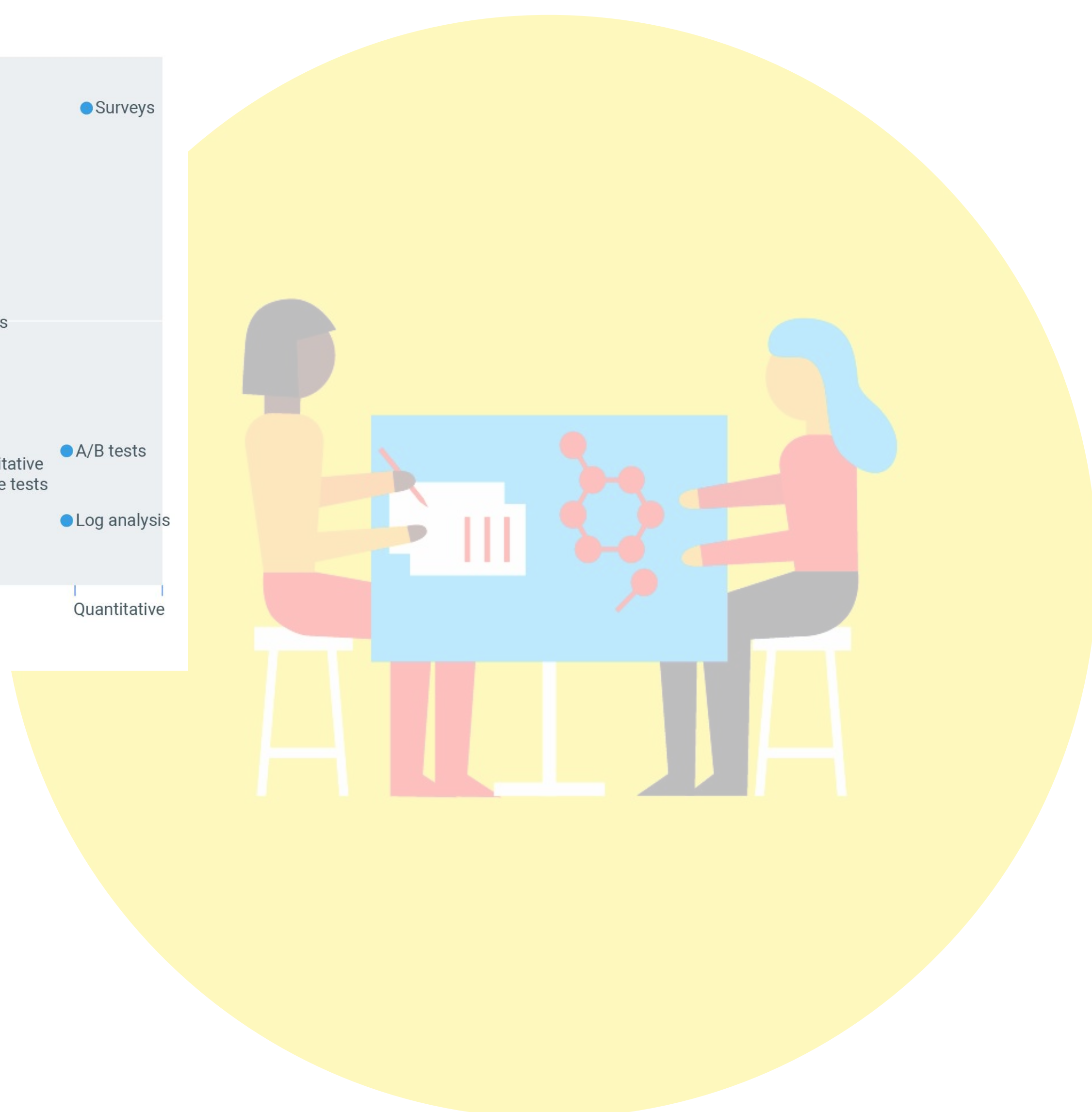
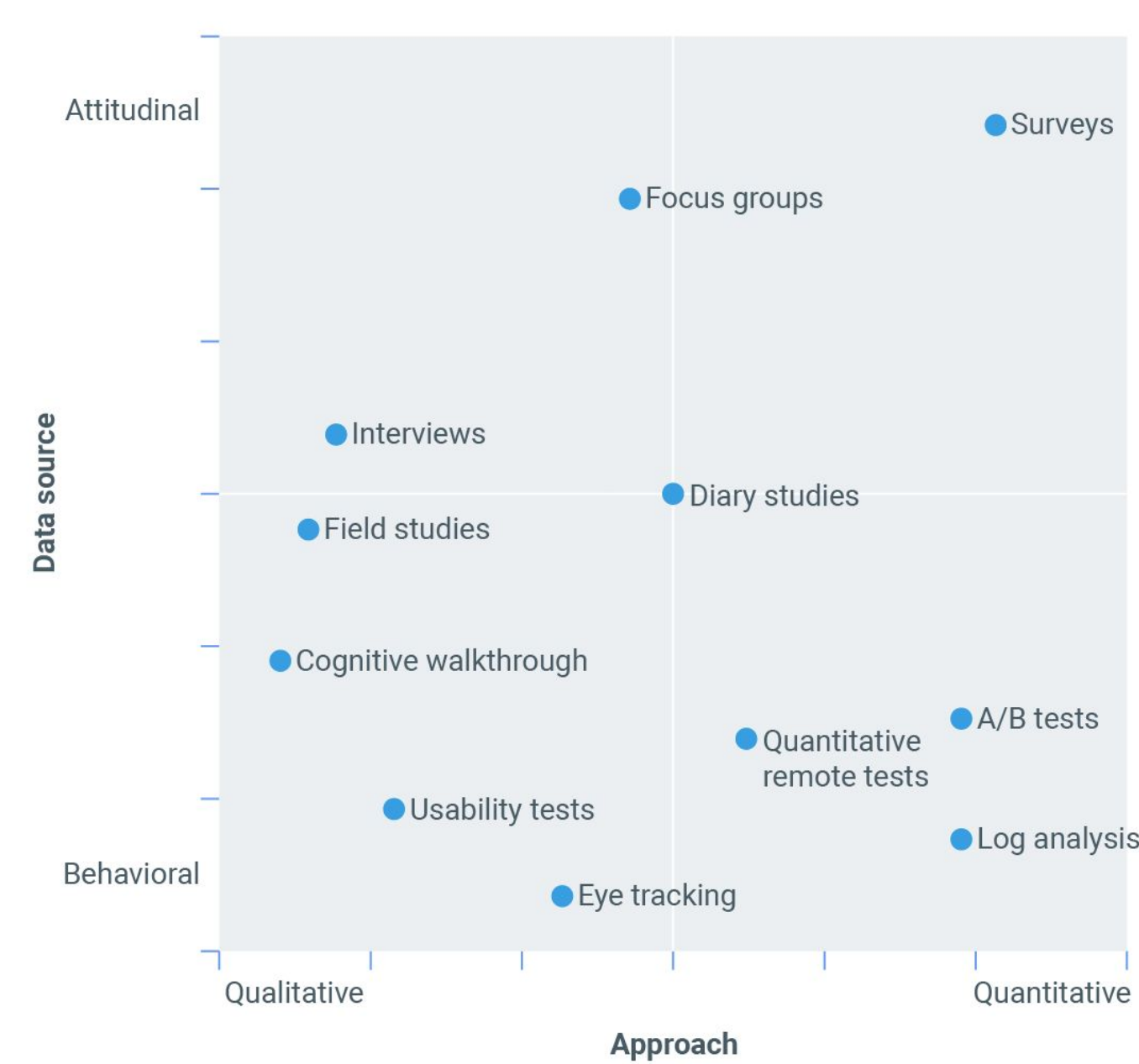


Research lifecycle



Applying Anthropology to User Experience Research

Methodology in use



Kelly Moran, Sr. UXR, Google

Anthropologists at work

- May have a Bachelors, Masters, or PhD in Anthropology
- Need core skills such as time management and strong communication
- Other roles filled by Anthropologists: Product Manager, Product Marketing Manager, Ethnographic Researcher.

*"I observe **how people make sense** of their technology and the stories they tell themselves about it."*
- UXR

*"I approach problem solving from a **person-centric view** and with a diverse and inclusive perspective. I'm highly attuned to how **context affects decision making**."*
- UXR

*"I use my anthropology skills to **empathize** with people."*
- Product Manager

*"I use anthropology to understand the **needs, behaviors, and motivations** of my team, my stakeholders, and my users."*
- UXR

