

Kathryn McLellan
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Kathryn was born a social scientist; her first field research in toy and lunch boxes across lower Manhattan. Finding herself passionately interested in understanding how individuals, groups, and cultures create meaning and identity, she searched for answers, first from academia and then from the marketplace. From these experiences, she solidly believes in letting people tell their own stories instead of forcing narratives on them; that devoted fans, not companies, own brands; and that vending machines are a great way of understanding cultural expectations of consumer experience in temporal locations.

Short Compendium of Accomplishments:

Challenge: Comprehending the internal processes of shoppers through observation.

Solution: Invite heavy shoppers to teach ethnographers how to shop in a particular retail environment and put the camera and other documentation materials into consumers' hands.

Insight: Excluding sale signs, heavy shoppers completely filter out signs. Thus signage should be aimed at less experienced shoppers.

Challenge: Creating a dataset of fifteen years of prisoner GED data for Nobel winning economist James Heckman for his influential research and upcoming book on education.

Solution: Go beyond traditional policy makers to education and prison employees, combining interviews with data from prison newsletters, educational leaflets, and other publications.

Insight: The importance of bringing anthropological perspectives to traditional economic research.

Challenge: Analyzing why bloggers/social media users would share personal information with and trust the word of people they've never met in person.

Solution: Develop new methodology to code and aggregate blog entries, supplemented by textual based interviewing.

Insight: Online actions and interactions count as much as offline ones; people known digitally are friends, not strangers.

Challenge: Seeing how traditional sexual education (schools, parents, churches) and non-traditional information sources (websites, TV, and magazines) affect young women's sexual behavior, and their feelings about sexual identity.

Solution: Combine statistical data with guided self-written personal analyses on their sex lives

Insight: Non-traditional sources, e.g. Dawson's Creek, *Scarleteen*, *The Advocate*, provide relevant and accessible narratives of female sexuality for young women.

Challenge: Understanding how love of Hello Kitty and kawaii (cute) spawned an entire subculture.

Solution: Supplement traditional methods and secondary source research with hands-on media and product interaction.

Insight: Through targeted consumption, women are able to create a subculture that protects them from socio-cultural pressures of Japanese society.

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Experience and Education:

Ethnographic Consultant, Smart Revenue, January 2010-current; *Serving as an expert and experienced analytical voice and field researcher*

- Designing and implementing qualitative market research projects from conception through conclusion, including field work, data collation and analysis, and client presentation design.
- Major project examples:
 - 20th Century Fox: effects of new signage on retail habits
 - The Limited: meaning of office wear as professional identity for women

Project Supervisor, Rabin Research, April 2010-September 2011; *Providing the framework of market research from data coding to presentation*

- Supporting design and analysis of qualitative and quantitative research initiatives.
- Compiling and interpreting data, both qualitative and quantitative, for clients such as M.S.I. Colfax, Tufts Hospital, ConforMIS, American Society of Clinical Pathologists, Au Bon Pain, and Siemens.
- Recruiting and phone interviewing of b2b participants.

Research Assistant, University of Chicago, June 2005-May 2009; *Satisfying the curiosity and research questions of Nobel Prize winner James Heckman and his 30 person team*

- Project managed an upcoming book on the GED by Professor Heckman, including hiring and managing research suppliers.
- Determined, designed, and undertook research protocol for collecting data on GED rates among prisoners, including interviewing state authorities and collating and coding data from state websites and prison newsletters.
- Handled or supervised 80% of reference requests.

Independent Research:

- Independently provided research professionals writing and editorial aid for over fifty papers, theses, and reviews.
- Collaborated with research team in the first stage of a longitudinal study on all incoming full-time MBA students in the 2006-2007 school year at the Booth School of Business.

Integrated Marketing Certificate, University of Chicago Graham School of General Studies, Chicago IL, June 2010

Master of Arts in the Social Sciences, University of Chicago, Chicago IL, August 2006

Thesis: *'LiveJournal is a Conversation': An examination of the effects of interpersonal communication on personal blogging*

Bachelor of Arts in Women and Gender Studies, Macalester College, St. Paul MN, June 2004

Honors Thesis: *When Jane Grows Up: A Look at How the Sexual Lessons of Girlhood Impact College-Aged Women*

Recipient of Ford Foundation sub-grant for Feminist Graduate Study Mentoring