

# Postgraduate Study

Annabel Whipp

Masters and PhD student

# My background

- ▶ BA Geography 2014-2017
- ▶ 2017-2022:
- ▶ Masters in Data Analytics and Society
- ▶ PhD: quantifying urban population



# Leeds Institute for Data Analytics

- ▶ 36 research centres, programmes and projects
- ▶ Invests £50 million in research across the university
- ▶ National collaborators
- ▶ Research, civic engagement, business growth

# Centre for Doctoral Training

- ▶ Data Analytics and Society
- ▶ ESRC funded training centre
- ▶ Providing training for 56 PhD students across 4 universities



The  
University  
Of  
Sheffield.



# Masters

- ▶ Dissertation
- ▶ 3 elective modules
- ▶ 4 modules across the four universities

# Partnerships



Early economic modelling and budget impact analysis of Polaris® test to aid the treatment management decisions in prostate cancer patients

An Area Classification of Consumer Vulnerability in the UK

Application of Natural Language Processing for identification of online hate on Twitter

Identification of Clinical Factors Associated with Poor Surgical Outcomes in a Primary Care Dataset

Assessing the effectiveness of the e-petition procedure through Twitter conversations

Does Fabric Tactility Affect Clothing Product Sales?

Real time simulation of daily travel patterns

# Benefits of the CDT

- ▶ Opportunity to learn across 4 Russell Group universities
- ▶ Full scholarship
- ▶ Industry data partners
- ▶ Training opportunities
- ▶ Professional environment
- ▶ Group of students
- ▶ Interdisciplinary

# My PhD project



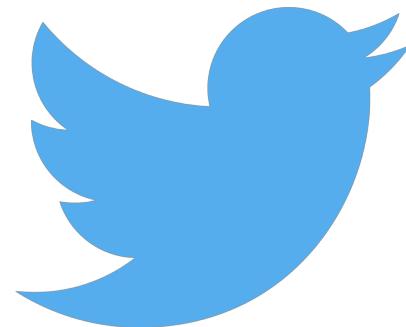
# How can we quantify the number of people?



# A novel methodology



Census



# Is postgraduate study for me?

- ▶ Training for a specific career
- ▶ More career opportunities
- ▶ A career within academia
- ▶ Passionate about a research area
- ▶ An interest in learning

# More information:

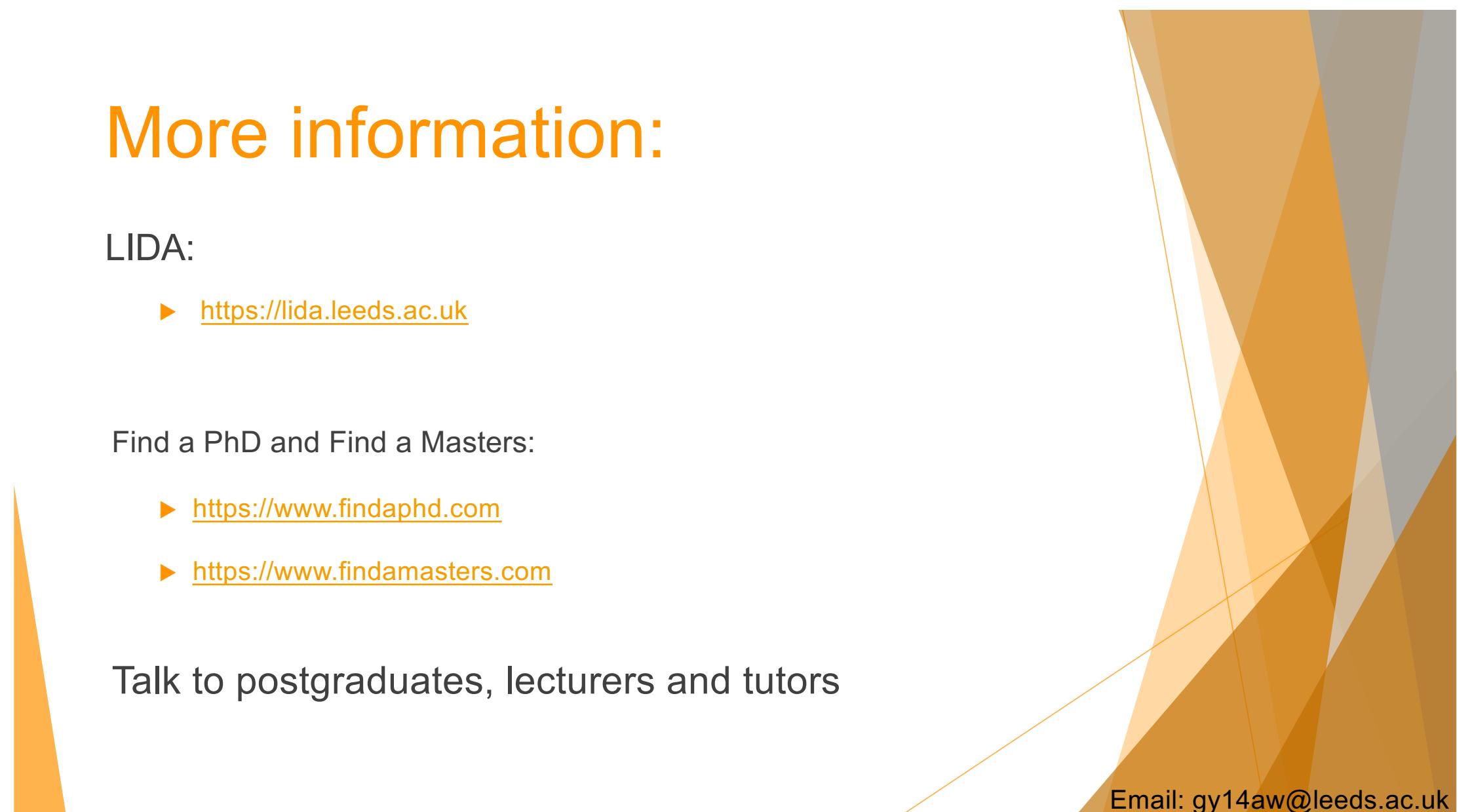
LIDA:

- ▶ <https://lida.leeds.ac.uk>

Find a PhD and Find a Masters:

- ▶ <https://www.findaphd.com>
- ▶ <https://www.findamasters.com>

Talk to postgraduates, lecturers and tutors

The background features a large, abstract graphic composed of overlapping triangles and trapezoids in shades of orange, yellow, and grey. It has a organic, flowing appearance.

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