

New online political analytics program meets a growing workforce demand

The need for political analysts across sectors extends beyond the election cycle

By Sarah Rutledge, ASU News
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From campaigns to public policy, the political world increasingly needs people in the workforce who can offer clear analysis of data.

At Arizona State University, a new online graduate program aims to meet this growing demand.

Starting in fall 2026, the [School of Politics and Global Studies](#) is launching a fully online [political analytics concentration](#) within the Master of Arts in political science. The concentration emphasizes quantitative analysis of social and political issues while offering the flexibility of an online learning experience.

“Political life generates more data than ever, but data alone explains nothing,” said [Güneş Murat Tezcür](#), professor and director of the School of Politics and Global Studies. “It takes trained judgment to turn it into something meaningful and actionable.”

Meeting real-world needs

While political analytics is closely associated with elections and campaigns, employers now also rely on analysts for civic engagement, international risk analysis, public policy and public affairs.

The new online degree concentration reflects a broader transformation in the study of political science. Government organizations, political campaigns, nonprofits and advocacy groups are seeking professionals who can pair political expertise with data literacy.

“The political analytics degree provides students with skills to describe and explain the real world,” said Associate Professor [Timothy Peterson](#), associate director of graduate studies in the School of

Politics and Global Studies. “We teach these skills in an applied setting, looking at important political phenomena such as what affects political polarization and who wins elections.”

[According to the U.S. Bureau of Labor Statistics](#), employment of data scientists is projected to grow 34% by 2034. Due to the complexity of the data and the methodological tools necessary to enter into these roles, most require postgraduate degrees, Tezcür said.

Ready to apply?

The School of Politics and Global Studies is [now accepting applications](#) for the fall 2026 semester.

Data analysis in the age of AI

Faculty in the program said that with the increased use of artificial intelligence, political professionals must identify meaningful data while also understanding the human implications behind the numbers.

“Technical skills are becoming more important over time,” Peterson said. “While AI can save time by doing grunt work, it is ever more important for people to have the conceptual understanding needed to prompt AI properly and to evaluate its outputs.”

Beyond technical expertise, the political analytics concentration emphasizes communication, critical assessment and clear arguments.

“The ability to explain current events to a general audience, identify feasible, objective analysis, and being able to communicate across different mediums are a few of the skills that students will develop,” said [Kenicia Wright](#), an assistant professor in the program.

The political analytics concentration prepares students for careers in government affairs, campaigns, advocacy, lobbying, consulting and research.

“Students will become proficient in the cutting-edge tools these tasks demand, learning from both research faculty and practitioners working in campaigns, polling and civic leadership,” Tezcür said.

(Video: <https://www.youtube.com/watch?v=yN7ZCjOSqmQ>)

This story originally appeared on [ASU News](#).

Main image



ASU's new online political analytics concentration offers students the flexibility of an online program with real-world training for career readiness. ASU photo