



Why study a Continuing Professional Development Programme with the TCD School of Social Science & Philosophy?

This suite of CPD programmes will enable professionals to enhance their skills in Data Science and trains participants in the fundamental knowledge and skills of social data analysis. These modules have been co-created with key industry partners to address the scarcity of training in data science in Ireland. Some of the benefits of the modules include:

- Learn in the environment of Ireland's top university
- Courses taught by leading Trinity academics
- Earn a Certificate of Completion in the selected CPD programme
- Access to Trinity's Virtual Learning Environment – Blackboard
- Short courses with flexible modes of delivery
- Small class sizes

Who is this course for?

Working professionals from the private and not-for-profit sectors. Managers; HR professionals; product developers; market researchers; service providers; marketers / brand managers and compliance officers from the financial, insurance, legal, IT and consumer products / services industries.



Applied Machine Learning Using Social Data

School of Social Sciences and Philosophy



Contact

School of Social Sciences and Philosophy

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Applied Machine Learning Using Social Data

The Applied Machine Learning Using Social Data module is part of a programme of Continuous Professional Development in the area of Applied Social Data Analysis that the School of Social Sciences and Philosophy will deliver.

Addressing the scarcity of training in data science in Ireland and co-created with key industry partners, the Applied Machine Learning Using Social Data CPD programme trains participants in the fundamental knowledge and skills of social data analysis.



The Applied Machine Learning Using Social Data CPD will introduce participants to the basics of machine learning applications, specifically with a hands-on curriculum aimed at developing knowledge and skills in establishing ML pipelines with state-of-the-art toolkits. Participants will integrate supervised and unsupervised methods for classification and prediction with social science data in a research exercise at the end of the CPD. Participants will also be introduced to practical quantitative text analysis methods using real world datasets.



What topics will you cover?

On successful completion of the CPD, participants will be able to:

- Understand the fundamentals of machine learning methods.
- Describe the statistical theory behind widely used supervised and unsupervised machine learning methods.
- Explain the variety of machine learning methods available for social science research and an ability to discern appropriate usage for a variety of research questions.
- Identify appropriate machine learning methods to address a variety of research questions.

Choose your delivery mode

Delivery mode 1

5 consecutive weeks
One 5-hour session each week on the Trinity Campus

Start Date: 28 April 2022
End Date: 26 May 2022

Delivery mode 2

1 week intensive programme on the Trinity Campus
5 hours each day for 5 days

Start Date: 29 August 2022
End Date: 9 September 2022

How to apply and fees

You can enrol on this module through the Trinity website here:

<https://www.tcd.ie/courses/hci-cpd/az-of-cpd-courses/cpd-in-applied-machine-learning-using-social-data/>

The closing date is March 31, 2022.

The course fee of €2,000 includes access to the course materials via Blackboard (Trinity's Virtual Learning Environment) for the duration of the course. Participants are required to have some background in quantitative research methods e.g. degree or equivalent experience acquired in workplace setting. Participants are expected to have a working knowledge of the R programming language.

Participants should have access to a laptop with camera and a microphone.