



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.



Impact Analysis Using Social Data

School of Social Sciences and Philosophy



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Government of Ireland

FUTURE JOBS
IRELAND
Preparing Now for Tomorrow's Economy

HCI
Human
Capital
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Contact

School of Social Sciences and Philosophy

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Impact Analysis Using Social Data

The Impact Analysis 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 Social Data Analysis CPD programme trains participants in the fundamental knowledge and skills of social data analysis.



The CPD focuses on applied causal regression analysis providing an understanding of econometric methods for use with big data. In particular, the course covers regression-based evaluation methods to assess the casual relationships between different factors at play.

These include the use of panel data, difference-in-differences estimation, matching and regression discontinuity designs, randomized experiments, and natural or quasi-experiments.

This module has an applied focus, demonstrating the use of these methods with practical applications using the statistical software package R and referring to examples from recent studies that apply those methods to answer key questions in the social sciences.

What topics will you cover?

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

- Determine which methods use to analyse different datasets for addressing different questions.
- Critically assess findings of studies that apply these methods.
- Design their own randomized experiments.
- Conduct their own causal regression analysis using the statistical software package R.

Choose your delivery mode

Delivery mode 1

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

Start Date: 26 April 2022
End Date: 24 May 2022

Delivery mode 2

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

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-impact-analysis-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 expected to have some quantitative experience through prior training e.g. degree or equivalent experience or having taken the CPD *Statistical Thinking for Social Data Analysis*.

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