



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.



Social Data Analysis

School of Social Sciences and Philosophy



Riailtas na hÉireann
Government of Ireland

FUTURE JOBS
IRELAND
Preparing Now for Tomorrow's Economy



Contact

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Social Data Analysis

The CPD in Social Data Analysis teaches participants how to apply quantitative methods to conduct causal impact analysis using data. In particular, participants will learn how econometric methods can be used to answer questions related to human behaviour and strategic decision-making with the help of regression based econometric methods.



On successful completion of this CPD participants will be able to:

- determine which methods can be used to analyse different datasets for addressing different questions of relevance to the social sciences;
- 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.



What topics will you cover?

The CPD focuses on applied causal regression analysis providing an understanding of econometric methods for use with data. In particular, the CPD 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, regression discontinuity design, randomized experiments, and natural or quasi-experiments.

The CPD has an applied focus, demonstrating the use of econometric methods with practical applications using real world datasets using the statistical software package R. It will also refer to examples from recent studies that apply those methods to answer key questions in the social sciences.

How is the course delivered?

The CPD will be delivered over 6 weeks. The course will be fully online with the following structure per week:

- 1h 30m: Introduction to the topic – recorded video
- 1h online lecture
- 30m: applications in R (the software) – recorded video
- 1 hour self-study (exercises)

Students will give presentations during the last week of the module. In order to be awarded the Certificate of Completion in Social Data Analysis, participants will need to have delivered the final presentation.

Cost

The CPD fee is €1,500.

Register at www.tcd.ie/ssp/CPD