

## 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.



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### Contact

#### School of Social Sciences and Philosophy

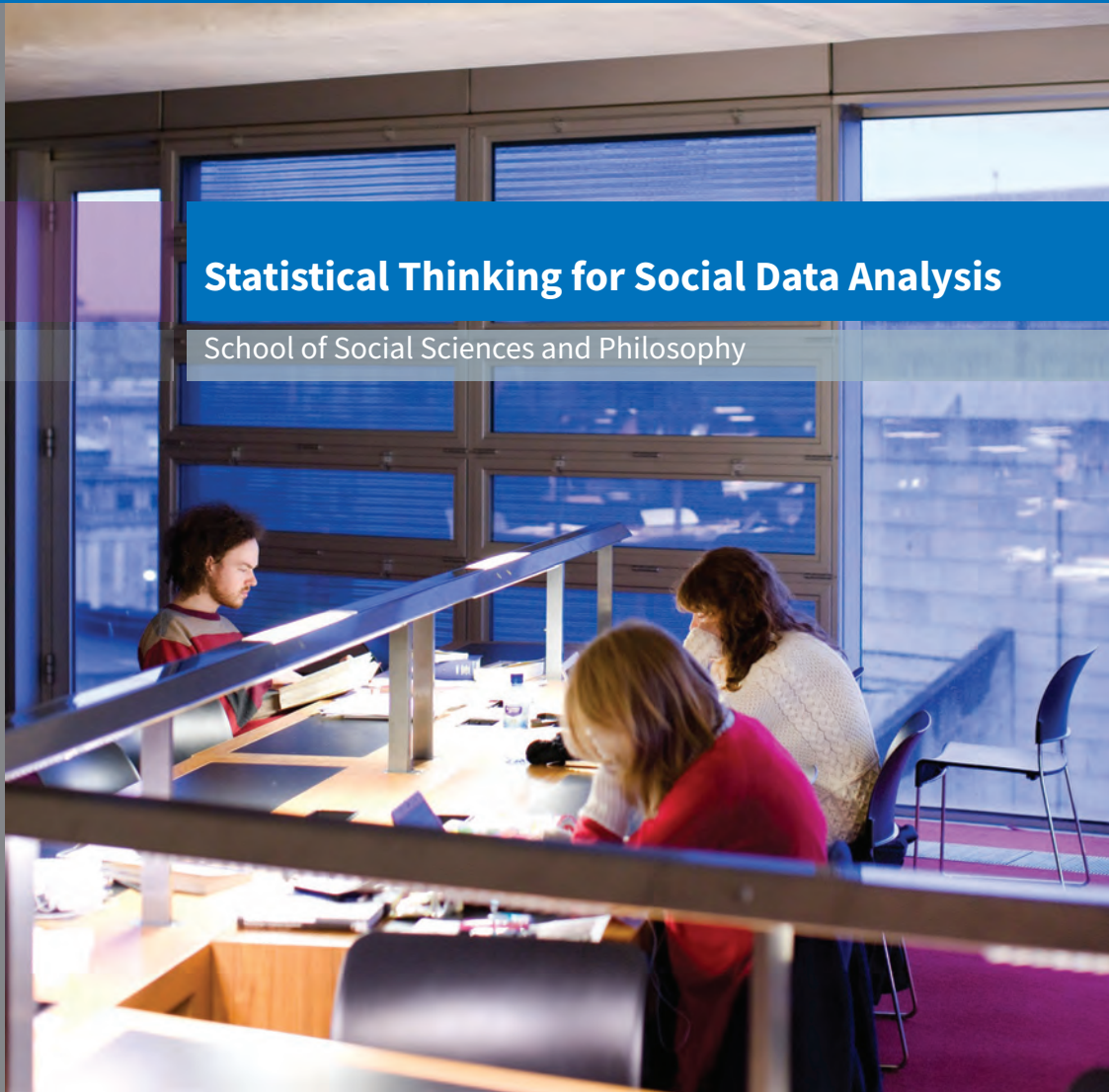
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## Statistical Thinking for Social Data Analysis

School of Social Sciences and Philosophy



## Statistical Thinking for Social Data Analysis

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



The CPD in Statistical Thinking for Social Data Analysis will provide participants with an understanding of key statistical and econometric methods used to analyse social data and how to implement them using the statistical software package R. The CPD overviews key statistical concepts necessary to analyse social data, introduces participants to regression analysis and demonstrates the use of these methods with practical applications.

The first part of Statistical Thinking for Social Data Analysis reviews key statistical concepts necessary to analyse social data, such as graphical and numerical data description; probability theory; discrete and continuous random variables; sampling; confidence intervals; hypothesis testing.

The second part of the CPD introduces participants to basic multiple regression analysis, modelling of non-linear relationships, and dummy variables. The CPD has an applied focus, demonstrating the use of these methods with practical applications using real world datasets and using the statistical software package R.

## What topics will you cover?

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

- Explain and apply statistical terminology to the analysis of social data
- Formulate questions in the language and abstractions of statistics
- Solve simple problems related to the topics in the CPD
- Conduct their own basic statistical analysis using R

## Choose your delivery mode

### Delivery mode 1

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

**Start Date:** 25 April 2022  
**End Date:** 23 May 2022

### Delivery mode 2

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

**Start Date:** 22 August 2022  
**End Date:** 2 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-statistical-thinking-for-social-data-analysis/>

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 basic computer skills and some quantitative experience through prior training e.g. degree or equivalent experience.

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