

Big Data Analytics for Social Research and Policy Development

Dubai (UAE)

27 - 31 July 2025

UK Traininig

PARTNER



Big Data Analytics for Social Research and Policy Development

Code: NC28 From: 27 - 31 July 2025 City: Dubai (UAE) Fees: 4600 Pound

Introduction

This course focuses on the application of big data analytics in social research and policy development. Participants will learn how to collect, analyze, and interpret large datasets to inform social policies. The course explores various techniques for handling big data and extracting meaningful insights that can drive evidence-based decisions. It will equip attendees with the skills to leverage advanced analytical tools and methodologies to improve public sector outcomes. By the end of the course, participants will be capable of using big data to develop and shape effective social policies.

Course Objectives

- Understand Big Data Concepts - Learn the foundational concepts of big data and its role in social research.
- Data Collection Techniques - Master methods for collecting large-scale social data from various sources.
- Analyze Big Data - Develop skills to analyze complex datasets using advanced analytical tools and techniques.
- Interpret Data for Policy - Learn how to translate data insights into actionable policy recommendations.
- Use Analytics Tools - Gain proficiency in using software like R, Python, and SQL for data analysis.
- Identify Trends - Discover ways to identify and track key social trends through data analysis.
- Measure Social Impact - Learn how to assess the impact of social policies and programs using big data.
- Apply Data to Decision-Making - Understand how to make data-driven decisions to shape effective policies.
- Enhance Program Efficiency - Use data insights to improve the effectiveness and efficiency of social programs.
- Promote Evidence-Based Policy - Learn how to support the development of policies based on solid data evidence.

Course Outlines

Day 1: Introduction to Big Data and Its Role in Social Research

- Understand the fundamentals of big data and its significance in social research.
- Explore the differences between traditional data and big data.
- Learn about the main sources of big data social media, sensors, government data, etc..
- Discuss ethical considerations in using big data for social research.
- Understand the importance of data quality, privacy, and security.
- Learn the basics of data storage and management for large datasets.

Day 2: Data Collection and Preprocessing Techniques

- Learn methods for collecting large-scale social data web scraping, APIs, surveys.
- Understand how to clean and preprocess raw data for analysis.



- Discover techniques for handling missing or incomplete data.
- Learn how to normalize and standardize datasets for consistency.
- Study the use of data integration tools to merge datasets from various sources.

Day 3: Big Data Analytical Tools and Techniques

- Explore popular analytical tools like R, Python, and SQL for big data analysis.
- Learn how to perform exploratory data analysis EDA on large datasets.
- Discover advanced techniques for pattern recognition and trend analysis.
- Study machine learning algorithms for analyzing complex data regression, classification, clustering.
- Understand how to apply predictive analytics to anticipate social trends.

Day 4: Data Visualization and Interpreting Results for Policy Development

- Learn how to visualize large datasets using tools like Tableau and Power BI.
- Study techniques for creating clear, impactful data visualizations.
- Understand how to use data visualizations to present findings to policymakers.
- Discuss how to interpret complex data to derive meaningful insights for social policy.
- Learn how to communicate data-driven results effectively to a non-technical audience.

Day 5: Using Big Data for Evidence-Based Policy Development and Decision-Making

- Learn how to use big data insights to develop and optimize social policies.
- Understand the role of data in evaluating and monitoring policy impact.
- Study case examples of data-driven policy development in social sectors.
- Learn how to identify key performance indicators KPIs to assess policy effectiveness.
- Develop skills to use data for strategic decision-making in government and NGOs.
- Create a policy proposal based on big data findings, applying all learned techniques.

Why Attend This Course: Wins & Losses!

- Learn how to leverage big data for social research and policy development.
- Gain expertise in data collection, preprocessing, and analysis techniques.
- Master analytical tools like R, Python, and SQL for handling large datasets.
- Enhance your ability to make data-driven decisions for policy optimization.
- Learn how to visualize complex data and present findings effectively to policymakers.
- Acquire the skills to conduct predictive analytics and trend forecasting for social impact.
- Develop the ability to design evidence-based policies backed by data insights.
- Improve your understanding of data privacy and ethical considerations in big data.
- Gain hands-on experience working with real-world datasets and case studies.
- Stay ahead in the field by mastering cutting-edge big data techniques for social research.

Conclusion

This course provides participants with a comprehensive understanding of how big data can be used for social research and to drive evidence-based policy development. With hands-on experience in data analysis, visualization, and interpretation, participants will be equipped to shape effective policies and contribute to meaningful social change.



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