

Advanced Social Research Methodologies and Program
Analytics

Dubai (UAE)

10 - 14 August 2025

UK Training

PARTNER



Advanced Social Research Methodologies and Program Analytics

Code: PS28 From: 10 - 14 August 2025 City: Dubai (UAE) Fees: 3900 Pound

Introduction

This course is designed for professionals aiming to master advanced techniques in social research and program analytics. Participants will explore cutting-edge research methodologies and tools to analyze social programs effectively. The course focuses on data-driven decision-making, program evaluation, and evidence-based policy development. Attendees will learn to design impactful studies, collect and analyze data, and interpret results for actionable insights. By the end, participants will be equipped to lead research initiatives and enhance program outcomes with confidence and precision.

Course Objectives

- Master Research Design - Learn to design rigorous social research studies using qualitative and quantitative methods.
- Analyze Complex Data - Utilize advanced tools like SPSS, R, and Stata to process and interpret large datasets.
- Evaluate Social Programs - Gain skills in assessing the effectiveness of social programs through impact assessment and evaluation techniques.
- Implement Statistical Methods - Apply sophisticated statistical techniques such as regression analysis and multivariate analysis.
- Conduct Impact Assessments - Develop methodologies to measure and assess the social impact of programs.
- Use Program Analytics Tools - Explore software and technologies like NVivo, GIS, Tableau, and Power BI for advanced program data analysis.
- Enhance Data Interpretation - Learn how to translate complex data into actionable insights for program improvement.
- Improve Decision-Making - Use research findings to inform policy decisions and organizational strategies.
- Develop Evidence-Based Strategies - Create strategies grounded in data to improve program outcomes.
- Foster Ethical Research Practices - Understand ethical considerations in social research and analytics, ensuring responsible research practices.

Course Outlines

Day 1: Introduction to Advanced Social Research Methodologies

- Overview of social research methodologies and their evolution.
- Explore qualitative and quantitative research designs.
- Learn how to frame research questions and hypotheses.
- Understand the importance of sample design and data collection methods.
- Study differences between cross-sectional, longitudinal, and experimental designs.
- Examine various data collection methods such as surveys, interviews, and focus groups.

The logo for UK Training Partner features the text 'UK Training' in a black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with a white square in the foreground and a golden king chess piece standing on it. The chessboard and piece are set against a background of concentric white circles on a dark grey surface.

- Discuss challenges in research design and how to mitigate them.

Day 2: Advanced Data Analysis Techniques

- Introduction to advanced statistical analysis techniques.
- Learn regression analysis, multivariate analysis, and factor analysis.
- Understand big data applications in social research.
- Gain hands-on experience with statistical software like SPSS, R, or Stata.
- Discuss data cleaning, validation, and data integrity.
- Analyze sample data sets and interpret results for actionable insights.

Day 3: Program Evaluation Methods and Impact Assessment

- Introduction to program evaluation and its significance in social research.
- Study various evaluation models: formative, summative, and participatory evaluation.
- Learn about the logic model and design an effective evaluation framework.
- Understand outcome and impact assessment methodologies.
- Measure program effectiveness and identify key performance indicators KPIs.
- Explore pitfalls in program evaluation and methods to avoid them.
- Work on a case study applying program evaluation techniques.

Day 4: Use of Analytics Tools in Social Research

- Introduction to advanced analytics tools used in social research.
- Learn how to use NVivo for qualitative data analysis.
- Explore GIS Geographical Information Systems for spatial data analysis in social research.
- Study data visualization tools like Tableau and Power BI.
- Learn to present complex findings using clear visualizations.
- Understand the integration of machine learning and AI in social research analytics.

Day 5: Ethical Considerations and Communicating Research Findings

- Explore ethical issues such as participant consent and confidentiality.
- Understand the role of Institutional Review Boards IRBs in research approval.
- Discuss responsible data use and data manipulation risks.
- Learn how to communicate research findings to non-technical audiences.
- Study how to write research reports, policy briefs, and academic papers.
- Discuss dissemination strategies for sharing findings with stakeholders and the public.
- Create a final project plan applying the learned methodologies and analytics techniques.

Why Attend This Course: Wins & Losses!

- Master advanced research design and methodologies in social research.
- Learn complex data analysis techniques and gain proficiency with modern analytics tools.
- Become proficient in evaluating social programs and measuring their effectiveness.
- Gain practical experience with statistical methods and impact assessment techniques.
- Enhance your ability to communicate complex research results to diverse audiences.
- Develop expertise in program evaluation, analytics tools like NVivo, GIS, and Tableau.
- Acquire the skills to develop evidence-based strategies that improve program outcomes.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver, set against a background of concentric circles and a checkered pattern.

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- Build the confidence to lead and manage advanced social research projects.
- Stay competitive by mastering cutting-edge research tools and analytics technologies.
- Sharpen decision-making skills using data insights to influence policy and programs.

Conclusion

Attending this course on Advanced Social Research Methodologies and Program Analytics provides a unique opportunity to gain in-depth knowledge and hands-on experience with modern research methodologies and tools. Whether you're looking to improve program evaluations, lead impactful research projects, or inform policy decisions, this course equips you with the necessary skills to make data-driven decisions that drive change.

The combination of advanced data analysis, program evaluation techniques, and ethical research practices ensures you'll be ready to tackle real-world challenges and lead in the evolving field of social research and program analytics.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

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