

For researchers involved in analysing data within their organisation, this two-day workshop shows delegates how to choose the appropriate data analysis tools and how to use SPSS to input and analyse data and how to interpret and present the results. Unlike advanced statistical courses, this workshop focuses on data analysis decisions and using SPSS to perform descriptive statistics like means, medians and cross-tabulation.

Duration

This is a two-day workshop.

Overview

SPSS is the data analysis package of choice for people wanting to analyse quantitative data. However, most researchers find dealing with quantitative data quite daunting. Although most researchers are quite comfortable with qualitative research methods and analyses, they tend to shy away from using quantitative statistics. However, the ability to perform quantitative data analysis is increasingly becoming an important skill for researchers to possess. Actually most people's fear of statistics is unfounded. The advent of computer software programmes such as SPSS that can be used to analyse data, has meant that people do not have to know or learn mathematical formulae in order to be able to perform quantitative statistical analyses. Nowadays, all one needs to know is the appropriate analyses to perform on their data and how to do it so they can obtain the information they need to know.

This workshop provides practical training on how to choose the right data analyses methods and use the SPSS to analyse data. It provides an opportunity for people who have not done quantitative data analysis to get comfortable with the process. It also provides

an opportunity for people who have not used SPSS before to get comfortable with the program. Participants learn how to open the program, enter data into the program and save it. Participants also learn how to use SPSS to obtain descriptive statistics such as means, frequency counts and percentages. After the workshop, participants will understand how to choose the right data analysis techniques and the basics of how SPSS work in terms of data entry and analyses.

Who is the course for?

This workshop is for you if you are involved in quantitative research and analysing data within your organisation. If you are involved in quantitative consumer research, you will benefit by learning new quantitative data analysis skills. If you have been shying away from quantitative research and would like to learn how to do it, this workshop is also for you. If you are involved in qualitative research, you will expand your skills portfolio to include quantitative techniques. This workshop will also be valuable for consultants involved in assignments that produce quantitative data (e.g. usability tests, surveys and focus groups).

How will I benefit?

After attending this course, you will be able to:

- Differentiate different types of study design.
- Differentiate independent and dependent variables.
- Understand the different levels of measurement.
- Differentiate between descriptive and inferential statistics.
- Select the appropriate data analysis technique for the type of data you have
- Understand how the SPSS program works.

- Input data into SPSS and save it.
- Select the appropriate data entry method for the type of data you have.
- Select the appropriate descriptive analysis technique for the type of data you have
- Perform the analyses using SPSS.
- Interpret the data output.
- Present the results to clients in an accessible fashion.

What will I learn?

Data Analysis Basics

- Levels of Measurement
- Study Design
- Type of Variable
- Descriptive and Inferential Statistics

Introduction-Data Analysis Using SPSS

- Introduction to data analysis using SPSS (costs and benefits).
- Introduction to statistical concepts key to using SPSS.
- SPSS data entry options and coding methods.
- Using the data window, the variable window and the output window.

Data entry in SPSS

- Descriptive statistics: computing means and standard deviations, frequency tables and cross-tabulations
- Comparing means using the t-test.

Interpreting and Presenting Results

- Understanding the meaning of the results from the output
- Transforming numbers into words
- Creating winning data presentations
- Using charts and tables.

What is the workshop format?

An interactive, but structured training session covering the topics outlined in the programme. This workshop is designed to appeal to different learning styles, with an emphasis on active participation. The workshop also progresses at a pace determined by the participants. Participants will be provided with example data sets to analyse so they may gain experience. All the training will be hands on, with participants completing the various analyses tasks. You will be encouraged to ask questions and to contribute to the workshop.

Who is the workshop leader?

G. Tendayi Viki specializes in applying experimental psychology to consumer research. Tendayi holds a BSc (Hons) degree, an MSc degree and a PhD in Psychology. Tendayi's professional affiliations include membership of the British Psychological Society, and the Society for Consumer Psychology. He is a Chartered Psychologist and has published over 18 scientific papers, including three book chapters, and led seminars and tutorials at international symposia. Tendayi has worked in the areas of experimental psychology and consumer research for around 10 years. Tendayi specializes in the design and implementation of experimental consumer research and he has logged over two hundred hours in experimental psychology labs.

What do delegates say about this seminar?

*"Very useful for my current research and my future
"Highly relevant and practical."*

*"The trainer was very enthusiastic about the subject
and really hammered home the important things to
remember."*

*"The whole day was very helpful. The course was
clear and pitched at just the right level. The tutor
Tendayi was excellent and facilitated a smooth flowing
day."*

*"The step-by-step instructions and hands-on training
style means that I now feel more comfortable and
confident using SPSS."*

How do I book?

- Call 312.238.9490
- E-mail info@blueprintusability.com
- Website: <http://www.blueprintusability.com>