

For researchers involved in analysing data within their organisation, "SPSS Essentials" is a 1-day workshop that shows delegates 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 descriptive statistical techniques and how these can be used to analyse data relevant to your research needs, like means, median and cross-tabulation.

Duration

This is a one-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 use SPSS and provides an opportunity for people who have not used SPSS before to get comfortable with the program. You'll learn how to open the program, enter data into the program and save it. You'll also learn how to use SPSS to obtain descriptive statistics such as means, frequency counts and percentages. After the workshop, you will understand the essentials SPSS: data entry and basic descriptive analyses.

Who is the course for?

This workshop is for you if you are involved in 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 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:

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 and the questions you are trying to answer.

Perform the analyses using SPSS.

Interpret the data output.

Present the results to other researchers in an accessible fashion.

What will I learn?

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

The creation of variables, variable definition and labelling.

Entering different data types and coding.

Using computations to create new variables.

Basic Analyses Using 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 is an associate with Userfocus who specialises 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 specialises 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?

"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 020 7917 9535
- E-mail helpdesk@userfocus.co.uk