

For researchers involved in analysing data within their organisation, "Advanced statistics using SPSS" is a 1-day workshop that shows delegates how to use SPSS to perform advanced statistical analyses. Unlike beginner courses, this workshop focuses on inferential statistical techniques like correlational analyses, regression and ANOVA.

Duration

This is a one-day workshop.

Overview

SPSS is the data analysis software package of choice for researchers wanting to perform inferential statistics. In many organisations software packages are often used to perform some quantitative statistical analyses on data. However, these analyses are often limited to basic descriptive statistics (such as means and frequency counts). Such analyses allow researchers and organizations to reach very basic conclusions about the differences or changes occurring in their organization. However, after these analyses the question still remains as to whether the changes or differences being described are statistically important. By using descriptive analysis techniques alone, organisations often fail to get the best value out of their data.

This workshop aims to help researchers and organisations get more out of the data they possess by using inferential statistics. You will learn how to go beyond just describing your data in terms of averages and percentages to making decisions about whether or not the findings from your data are significant. This workshop will show you how to use SPSS to perform analyses to check for statistical significance and interpret the data output in a manner relevant to your business.

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 research, you will benefit by learning how to use inferential statistics. If you are involved in qualitative research, you will expand your skills portfolio and learn how to go beyond simple descriptive data analysis. 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:

Manage quantitative data more effectively.

Perform various inferential statistics (e.g. chi-square, correlations, regression, ANOVA).

Interpret complex data outputs.

Present the results to clients in an accessible fashion.

What will I learn?

Recapping on Basic Analyses 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 functions.

Using the data window, the variable window and the output window.

Descriptive statistics: computing means and standard deviations, frequency tables and cross-tabulations

Comparing means and frequency distributions (t-test and chi-square).

Advanced data management using SPSS

Recoding and re-labelling variables

Adding cases and variables

Coding and dealing with missing data

Selecting specific cases for analyses

Using the split and aggregate files options

Advanced data analysis using SPSS

Participants can choose to learn from the following data analysis techniques:

Pearson's Coefficient

Chi-square

One-way ANOVA

Factorial ANOVA

Regression

Interpreting and Presenting Results

Getting the meaning of the results from the output

Creating winning data presentations

Using charts and tables.

What is the workshop format?

A fast-moving, 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?

"Excellent course, very good coverage, super teacher." – Desaline Joseph, University of Leicester.

"Very useful for my current research and my future career."

"A great seminar for professional researchers."

"Well prepared datasets to play with and very well presented by a brilliant teacher."

"Helps you work out how to construct your questionnaire without getting too stressed!"

"I have attended two of Userfocus's SPSS courses and both were excellent."

How do I book?

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