COURSE STRUCTURE

SCHOOL OF ENVIRONMENTAL COMMUNICATIONS

AAETI

ONLINE TRAINING COURSE

USING DATA FOR EFFECTIVE COMMUNICATION

A training programme on data sourcing, analysis and visualisation for non-profits, NGOs, communication professionals and policymakers

September 10-September 24, 2020 | Last date for receiving applications: September 07, 2020

The online training programme is based on state-of-art teaching—learning tools consisting of pre-session readings, video lectures, presentations, assignments, interactive discussions and the quizzes, specially designed for professionals working with non-profits, media, government organisations and corporate, who want to learn the basic skills of data analysis and presentation for communicating their stories using data.

The course is broken down into four modules which will have video instructions, followed by exercises and discussions.

There are 4 modules. Each module includes sessions delivered through short presentations and exercises

**MODULE 1: Data for effective communication and informed decision making on development**
- Introduction to data
- Data and development: why we must be data-driven
- Why using data for communication isn’t magic
- Examples of the data stories you’ll learn about in this course

**MODULE 2: Finding the right data**
- Finding the right numbers
- Understanding good data
- How to smart search and research for data online

**MODULE 3: Data processing and analysis to make data meaningful**
- Introduction to basic concepts of statistics
- Interviewing the data to look for trends
- Introduction to analysis tools: Ms-Excel

**MODULE 4: Data visualisation**
- Telling stories with visualization
- Introduction to visualisation tools: Datawrapper
- Introduction to visualisation tools: Powerbi