Data Storytelling with Generative AI Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's era of digital transformation and information overload, the ability to research sensitive topics ethically and communicate findings through compelling data storytelling is a crucial skill. Data Storytelling with Generative AI Training Course empowers professionals, researchers, and journalists to navigate the nuances of sensitive data, uncover hidden insights, and present narratives with impact. By integrating the power of Generative AI tools such as ChatGPT, Claude, DALL·E, and Midjourney, participants will learn to extract meaning, generate content responsibly, and humanize data insights for a broader audience.

Whether you are investigating mental health trends, human rights violations, gender-based violence, or climate injustice, this course provides the technical, ethical, and creative skills needed to tackle these subjects confidently. With a unique blend of AI-powered data analysis, ethical research design, and AI-enhanced storytelling frameworks, participants will learn how to manage bias, ensure privacy, and present findings using cutting-edge visual and textual narratives.

Programme Curriculum

Data Storytelling with Generative AI Training Course

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Course Objectives

1. Understand the ethical principles in researching sensitive or vulnerable topics using AI.
2. Learn best practices in data privacy, consent, and digital safety in research.
3. Analyze case studies on using AI for social justice storytelling.
4. Explore tools and workflows in Generative AI for data narrative creation.
5. Design and implement ethical research frameworks in sensitive contexts.
6. Apply machine learning models to analyze unstructured data (text, images).
7. Build data stories using tools like GPT-4, DALL·E, Canva AI, and more.
8. Develop bias-aware data visualizations and mitigate AI hallucinations.
9. Extract meaningful insights from qualitative and mixed-method data.
10. Translate research outcomes into multi-format storytelling content (video, blogs, interactive dashboards).
11. Evaluate the impact of AI-generated narratives on public awareness and policy.
12. Create inclusive content that represents marginalized voices authentically.
13. Use generative tools for rapid prototyping of storyboards and campaigns.

Target Audiences

1. Journalists
2. Social Researchers
3. Human Rights Advocates
4. Data Scientists
5. NGO and INGO Program Officers
6. Policy Analysts
7. Academics and Postgraduate Students
8. Digital Content Creators focused on Social Impact

Course Duration: 5 days

Course Modules

Module 1: Ethical Research in Sensitive Contexts

- Understanding research ethics in vulnerable populations
- Digital safety, anonymity, and informed consent
- Ethics approval and IRB compliance in AI research
- Bias and cultural sensitivity in data collection
- Tools for risk assessment and harm minimization
- **Case Study**: Researching gender-based violence using anonymized datasets

Module 2: Generative AI Fundamentals for Research

- Overview of GPT models, DALL·E, Claude, and Sora
- Prompt engineering basics for qualitative insight generation
- AI tool comparison for ethical research applications
- Setting boundaries: Preventing AI hallucination and bias
- Integrating AI into traditional research workflows
- **Case Study**: Using GPT-4 to generate sensitive-topic interview questions

Module 3: Data Collection & Preprocessing in Sensitive Contexts

- Sourcing data ethically (interviews, social media, reports)
- Cleaning and anonymizing sensitive datasets
- Tools for scraping, sentiment analysis, and text clustering
- Ensuring compliance with GDPR and data localization laws
- Dealing with incomplete or biased datasets
- **Case Study**: Processing online testimonies from conflict zones

Module 4: Narrative Framing and Humanizing Data

- Choosing the right narrative angle for social impact
- Techniques for emotional and persuasive storytelling
- Avoiding victimization or sensationalism in stories
- Inclusive language and framing considerations
- Visual vs. text-based storytelling strategies
- **Case Study**: Framing climate migration stories through AI-generated scripts

Module 5: Data Visualization with Integrity

- Designing impactful visuals using Flourish, RAWGraphs, or Tableau
- Using Midjourney/DALL·E to support narrative visuals
- Ensuring accuracy, neutrality, and cultural relevance
- Interactive dashboards for advocacy and awareness
- Color theory and accessibility in visual storytelling
- **Case Study**: Visualizing child nutrition data in East Africa

Module 6: AI-Powered Storytelling Tools & Workflows

- Automating reports, blog drafts, and summaries with AI
- Using Canva AI and Adobe Firefly for visual storytelling
- Creating AI-assisted videos, infographics, and animations
- Collaborative storytelling with co-writers like ChatGPT
- Repurposing research into social media storytelling
- **Case Study**: Generating a multimedia story on post-conflict trauma

Module 7: Impact Assessment & Audience Engagement

- Tracking and measuring narrative engagement
- Analyzing audience sentiment and reach
- Tailoring stories for different stakeholders and platforms
- Story analytics and AI-based feedback loops
- Tools to assess behavioral or policy impact
- **Case Study**: AI narrative campaign leading to policy shift on refugee rights

Module 8: Final Project & Case Analysis

- Participants identify and research a sensitive topic
- Build a data-backed story using generative tools
- Present multimedia narratives to the cohort
- Peer review and ethical feedback mechanisms
- Strategic dissemination planning for impact
- **Case Study**: Participant-led project analysis and AI audit

Training Methodology

- Hands-on practical sessions using GPT-4, DALL·E, Midjourney, and Canva AI
- Case study analysis and collaborative discussions

- Guided project development and peer feedback loops
- Interactive visual storytelling labs
- Expert guest lectures on ethics and storytelling
- Simulated ethical dilemmas for problem-solving

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com