SPSS for Demographic Research Training Course

Professional Development Training Course Outline

Category	Demography and Population Studies	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

SPSS for Demographic Research Training Course is designed to equip participants with comprehensive skills in using SPSS for demographic data analysis, population studies, and social research. This course focuses on practical application, empowering researchers, statisticians, and data analysts to interpret complex population datasets accurately. Participants will learn to perform data cleaning, descriptive and inferential statistical analyses, and create insightful visualizations for effective decision-making in population studies. The course emphasizes real-world scenarios and case studies to ensure applicability in diverse demographic research settings.

Through this training, participants will gain a deep understanding of demographic concepts, population trends, and analytical techniques using SPSS. The curriculum integrates trending methodologies, including big data analysis, predictive modeling, and population forecasting. Learners will enhance their skills in data-driven research, improving their capacity to support policy development, public health planning, migration studies, and socio-economic research. By the end of the course, participants will be able to conduct robust demographic analyses, generate meaningful reports, and contribute to organizational research objectives efficiently.

Programme Curriculum

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Course Objectives

1. Master SPSS interface navigation and data management for demographic research
2. Apply descriptive statistics to summarize population datasets
3. Conduct inferential statistical analyses for population studies
4. Utilize predictive modeling techniques for population forecasting
5. Interpret demographic trends using SPSS visualizations
6. Perform data cleaning, coding, and transformation for survey data
7. Integrate advanced statistical techniques for population analysis
8. Conduct multivariate analyses in demographic research
9. Apply cross-tabulations and correlation techniques to population studies
10. Design and implement research surveys using SPSS methodology
11. Develop population projections and scenario modeling
12. Evaluate demographic datasets using case study approaches
13. Generate professional research reports and dashboards

Organizational Benefits

- Improved data-driven decision-making in demographic research
- Enhanced policy development capabilities
- Streamlined population analysis processes
- Increased accuracy in forecasting and reporting
- Efficient handling of large population datasets
- Strengthened analytical capacity of research teams
- Better support for public health and social planning
- Enhanced research methodology standards

- Increased organizational competitiveness in demographic studies
- Development of actionable insights for strategic planning

Target Audiences

1. Data analysts and statisticians
2. Demographers and population researchers
3. Public health professionals
4. Social scientists and sociologists
5. Policy makers and government researchers
6. NGO and international development staff
7. Academic researchers and lecturers
8. Graduate students in social sciences

Course Duration: 10 days

Course Modules

Module 1: Introduction to SPSS for Demographic Research

- SPSS interface overview
- Data types and variable definitions
- Importing demographic datasets
- Exploring datasets with basic statistics
- Introduction to descriptive statistics
- Case Study: Population survey dataset analysis

Module 2: Data Cleaning and Transformation

- Handling missing data and outliers
- Recoding and computing variables
- Creating derived variables
- Data validation techniques
- Preparing datasets for analysis
- Case Study: Migration survey data cleaning

Module 3: Descriptive Statistics for Population Data

- Frequency distributions

- Measures of central tendency
- Measures of dispersion
- Graphical data representations
- Summarizing survey data
- Case Study: Fertility trend analysis

Module 4: Inferential Statistics in Demographic Research

- Hypothesis testing
- t-tests and ANOVA
- Chi-square tests
- Confidence intervals
- Significance testing in population studies
- Case Study: Household income comparison

Module 5: Correlation and Regression Analysis

- Pearson and Spearman correlations
- Simple linear regression
- Multiple regression techniques
- Interpreting regression outputs
- Predictive modeling basics
- Case Study: Education and fertility relationship

Module 6: Cross-Tabulations and Categorical Analysis

- Crosstab analysis
- Chi-square association tests
- Odds ratios and risk analysis
- Visualization of categorical data
- Interpreting contingency tables
- Case Study: Gender and employment patterns

Module 7: Multivariate Statistical Techniques

- Factor analysis
- Principal component analysis

- Cluster analysis for demographic segmentation
- Discriminant analysis
- Multivariate visualization methods
- Case Study: Population segmentation analysis

Module 8: Time Series and Population Forecasting

- Introduction to time series analysis
- Trend analysis and smoothing
- Seasonal adjustment techniques
- Population projections
- Forecast validation
- Case Study: National population projection

Module 9: Survey Design and Sampling

- Sampling techniques
- Questionnaire design for demographic studies
- Data collection methods
- Sample size determination
- Survey reliability and validity
- Case Study: Community health survey design

Module 10: Advanced SPSS Techniques

- Syntax commands and automation
- Custom output tables
- Advanced charting techniques
- Data merging and aggregation
- SPSS macros for demographic research
- Case Study: Multi-year population dataset analysis

Module 11: Spatial Analysis for Demographics

- Geographical data integration
- Mapping population trends
- Spatial clustering and hotspots

- GIS and SPSS integration
- Visualizing migration patterns
- Case Study: Urban-rural migration mapping

Module 12: Data Interpretation and Reporting

- Translating statistical results
- Writing demographic reports
- Creating dashboards
- Presenting findings to stakeholders
- Ethical considerations in reporting
- Case Study: Public health report analysis

Module 13: Population Health and Policy Applications

- Linking demographic data to health outcomes
- Policy evaluation using SPSS
- Socio-economic determinants of population trends
- Health program monitoring
- Evidence-based policy making
- Case Study: Health intervention impact analysis

Module 14: Advanced Predictive Modeling

- Logistic regression
- Survival analysis
- Machine learning integration in SPSS
- Predictive scenario planning
- Model validation and accuracy
- Case Study: Fertility prediction model

Module 15: Capstone Project and Case Study Analysis

- Designing a comprehensive demographic research project
- Applying all SPSS techniques learned
- Real-world dataset analysis
- Reporting and presentation of results

- Peer review and feedback
- Case Study: National census data analysis

Training Methodology

- Interactive lectures with live SPSS demonstrations
- Hands-on practical exercises and lab sessions
- Case study analyses for real-world application
- Group discussions and collaborative problem solving
- Quizzes and assessments to reinforce learning
- Capstone project for comprehensive skill application

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
21 Sep 2026	02 Oct 2026	Online	$2,000

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0

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

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