



Turning Data into Information

MODULE 1 Clarify the objectives

Unit 1: Understanding the topic

Unit 2: The research question/issue

Activity 1.1 – Children and physical activity

MODULE 2 Basic concepts about data

Unit 1: Types of variables, data & research

Unit 2: Types of data collections (quantitative)

Unit 3: Types of collection methods

MODULE 3 Collect all possible data

Unit 1: Accessing data

Unit 2: Choosing the 'right' dataset

MODULE 4 Assess data quality

Unit 1: Sources of sampling & non-sampling error

Unit 2: Data Quality Framework (DQF)

Unit 3: Data confrontation

Activity 4.1 – Data confrontation

MODULE 5 Understand the data

Unit 1: Statistical techniques

Unit 2: Graphical techniques

MODULE 6 Build expectations

Unit 1: Ways to build expectations

Activity 6.1 – Key drivers

Activity 6.2 – Subject matter knowledge

Unit 2: Assessing expectations against observed

Activity 6.3 – Expectation is wrong

MODULE 7 Analyse the dataset further

Unit 1: Change over time

Activity 7.1 – Indexes and ratios

Activity 7.2 – Change over time

Unit 2: Comparison between groups

Activity 7.3 – Comparisons between groups

Unit 3: Comparing like with like

Activity 7.4 – Equivalised income

Unit 4: Relationships between variables

MODULE 8 Address common pitfalls

MODULE 9 Communicate findings

Activity 9.1 – Impediments to good statistical writing

Unit 1: Principles of communication

Unit 2: Diagrams, tables, graphs and maps

Activity 9.2 – Creating your masterpiece

APPENDICES

APPENDIX A: Mind-Mapping

APPENDIX B: Comparing collection types

APPENDIX C: Comparing collection methods

APPENDIX D: Assessing data quality

APPENDIX E: Building expectations – examples of factors

APPENDIX F: Report writing – tips and tools