For ASSESS York 2016 meeting

UNLOCKING INFORMATION ALREADY OBTAINED TO INFORM POLICY DECISIONS AND FORWARD CORPORATE STRATEGIES USING IBM SPSS STATISTICS

(10am to (approx) 4-30pm including (approx) two 20 minute coffee breaks and lunch break)

Keith Bentley **University of Salford**

Target Audience

Members of any company or organisation who are interested in using data, possibly from a variety of sources, to develop corporate and business strategies to identify goals, set and monitor targets and improve the effectiveness of their employees.

The course tutor, Keith Bentley, is a former senior police officer currently lecturing at the University of Salford. He has given talks (identifying crime hotspots) and courses (Introducing IBM SPSS Statistics syntax using the British Crime Survey) for ASSESS at past meetings. He is a regular user of the statistical software, IBM SPSS Statistics, and specializes in the Field of police intelligence systems. Keith is also engaged as an intelligence expert with the European Union TAIEX organization.

Pre-requisites

This course assumes a basic working knowledge of IBM SPSS Statistics.

Aim

This course will use SPSS Predictive Analytics aimed at helping crime analysts to integrate and make comparisons using not only police held data, but also third party social data such as Vulnerable Localities Index data held by Local Authorities. Thus, enhancing initiatives to leverage data across organisations so as to more clearly focus policing strategies and tactical decisions towards delivering the best outcomes to vulnerable citizens. The teaching material references contemporary Level 6 university input. Although the emphasis is on crime data this course is also suitable for anyone from any company or organisation in that it provides a general framework for the use of data in assessing and developing company and organisational strategies and using IBM SPSS Statistics to inform decision-making about future direction and policies.

Learning Outcomes

By the end of the course, you will be able to:

- Decide upon which data to access and how to access it
- Combine data from different sources
- Illustrate how data is being used to develop strategies
- Set goals
- Assess the usefulness of strategies to establish policies
- Monitor the effectiveness of policies

GOOD PRACTICE FOR PRODUCING GRAPHS AND CHARTS USING IBM SPSS STATISTICS

(10am to (approx) 12-30pm including (approx) 20 minute coffee break)

John Lemon **University of Aberdeen**

Target audience:

This workshop is suitable for users who are familiar with using IBM SPSS Statistics interactively through its menus and dialog boxes.

The course tutor, John Lemon, was a computing advisor at the University of Aberdeen for over 30 years and spoke about using IBM SPSS to automate production of charts, tables and web pages at the 2014 ASSESS meeting.

Aim

Charts are widely used for displaying measurements, counts, means, variances and other statistics obtained from our data. There are, however, a lot of poor designs which can stem from the reliance on software to make choices. This course aims to illustrate good practice in the production of charts and graphs using IBM SPSS. There are some simple common rules we can use to produce graphics which present a clear and correct depiction, often of summary measures, of our data. We will aim to look at different types of charts, when these should be used, on what data and how.

This half-day course is aimed at complete beginners to IBM SPSS Statistics. It introduces basic concepts and structures and uses these to read in and prepare data ready for analysis and perform data manipulations using core commands. The course will also cover good and bad practice and how adopting the right approach results in graphs which are meaningful.

Learning outcomes

- How to present your data
- Thinking about what we want to say using a graph
- Comparing and contrasting commonly used charts
- Rules of producing good graphics
- Graphing in IBM SPSS
- When do I use a table and when do I use a chart?
- Designating different groups

AN INTRODUCTION TO KEY DRIVER ANALYSIS USING IBM SPSS STATISTICS

(2-00pm to (approx) 4-30pm including (approx) 20 minute coffee break)

Hannah Ayres and Gurdip Kaur **ORC International**

Key Driver Analysis is an important technique to use in any researchers toolkit. It is used to focus on what inputs have the biggest or strongest influence on others ('outputs'). It takes the guesswork out of determining what inputs we need to change or take action on in order to make a desired change in the output(s) by pinpointing which one or more of the inputs is going to have the biggest effect. The underlying principle is that if you do something that causes a change to these 'key driver' inputs, you are much more likely to experience a change in the outputs than if you made a change to something that is not a key driver. Key Driver Analysis employs a number of statistical techniques depending on the desired outcome and the type of data you are working with.

Target audience:

This workshop is suitable for users who are familiar with using SPSS interactively through its menus and dialog boxes but also have a basic knowledge of using SPSS syntax - SPSS's own command language.

The course tutors, Hannah Ayres and Gurdip Kaur, are both Senior Statistical Consultants at ORC International and run internal SPSS Training courses within the company.

Aim

Using examples of survey data we will show you how to run correlation, multiple regression (linear and logistic) and relative importance regression, and provides different ways to visualise your results.

This half-day course is aimed at those who want to learn how to run Key Driver Analysis on survey data using SPSS.

Learning Outcomes

- How to run various statistical techniques that underpin key driver analysis
- Understanding how using syntax can improve the efficiency of running key driver analysis
- Recognise when relaimpo using the R plugin for SPSS should be used
- Exploring how best to interpret and visualise the outputs
- Using OMS to automate KDA