



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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### COURSE BROCHURE

# Publishing Research Data Analysis

Communication Studies and Language / Communication Studies

Unit Standard 246515 · NQF Level 5 · 7 Credits · 4 Days

## COURSE OVERVIEW

This course equips publishing professionals and researchers with the skills to systematically analyse publishing research data, enabling informed decision-making and strategic planning. Participants will learn to interpret data trends, evaluate publication performance, and apply findings to improve research visibility and impact.

|                 |                                           |
|-----------------|-------------------------------------------|
| Category        | Communication Studies and Language        |
| Subfield        | Communication Studies                     |
| Unit Standard   | 246515                                    |
| Accreditation   | SAQA Accredited · NQF Level 5 · 7 Credits |
| Duration        | 4 days                                    |
| Training Method | Online, On-Campus, In-House               |
| Certificate     | Issued via AATICD LMS – verifiable online |

## LEARNING OUTCOMES

- Apply statistical methods to analyse publishing research data sets.
- Evaluate the quality and reliability of publishing data sources.
- Interpret data trends to identify patterns in publication output and impact.
- Design data-driven reports that communicate insights to stakeholders.
- Implement data analysis techniques to support strategic publishing decisions.
- Demonstrate the ethical use of research data in publishing analysis.

## WHO SHOULD ATTEND

- This course is designed for editors, publishers, research managers, and academic librarians involved in the analysis of publishing data to support strategic publishing decisions.

## COURSE OUTLINE

### Day 1: Introduction to Research Data Analysis and Publishing

- Overview of the research data lifecycle
- Types of data: quantitative, qualitative, and mixed methods
- Ethical principles in data handling and publication
- Introduction to statistical concepts and software tools
- Reproducibility and open science practices

### Day 2: Data Preparation and Exploratory Analysis

- Data cleaning: handling missing values, outliers, and errors
- Exploratory data analysis techniques: summary statistics, distributions
- Data visualisation principles: charts, graphs, and tables for publication
- Introduction to inferential statistics: hypothesis testing basics
- Using software (e.g., R, Python, SPSS) for data preparation

### Day 3: Statistical Analysis and Interpretation for Publication

- Choosing statistical tests: t-tests, ANOVA, chi-square, Mann-Whitney
- Understanding p-values, effect sizes, and confidence intervals
- Linear and logistic regression basics
- Correlation analysis and interpretation
- Reporting statistical results according to journal guidelines

### Day 4: Writing and Publishing Data Analysis Results

- Writing the methods section: data sources, analysis plan, software
- Presenting results: tables, figures, and narrative
- Reproducibility: sharing code, data, and analysis workflows
- Responding to reviewer comments on analysis
- Data citation and deposition in repositories

## ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **7 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 21,500.00        | R 21,500.00 |
| 1         | In-House             | R 27,900.00        | R 27,900.00 |
| 1         | On-Campus (Pretoria) | R 32,300.00        | R 32,300.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Durban, South Africa    |
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Dubai, UAE              |
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Cape Town, South Africa |
| 10 Aug 2026 | 13 Aug 2026 | On-Campus | Mauritius               |
| 18 Aug 2026 | 21 Aug 2026 | On-Campus | Dubai, UAE              |
| 18 Aug 2026 | 21 Aug 2026 | On-Campus | Pretoria, South Africa  |

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

## HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard 246515) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to [apply@aaticd.co.za](mailto:apply@aaticd.co.za) – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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