

# Postgraduate Certificate Political Data Analyst





## Postgraduate Certificate Political Data Analyst

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/political-data-analyst](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/political-data-analyst)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Political activity generates an incessant flow of information and data that the information professional must know how to collect, analyze and interpret in order to transmit to the public. To do this efficiently, the student must know and master the existing tools and processes to use the information in an optimal way. This is a 100% online format program, where the professional can download all the material from the Virtual Campus and will not need to travel to any physical locations.







“

*Work as a Political Data Analyst or include this skill in your work as a journalist and become one of the best-trained professionals in the industry”*

The use of information requires specific knowledge that delves into concepts such as confidentiality, modesty or intelligence. When dealing with a field as particular as politics, it is necessary to unravel all the processes of analysis and interpretation, because when dealing with personal data, political information and personal names, the professional must be specific with what is going to be said, avoiding making a punctual mistake or something that may play against them when analyzing the information.

On the other hand, the professional must identify the main data collection techniques, as well as analyze them for the benefit, in this case, of a political party, a cabinet or society itself.

That is why, given the shortage of journalists in the political sector, this program in Political Data Analyst has arisen, which is aimed at helping professionals to identify the main techniques of data collection for a subsequent critical analysis, where they can respond to everything that happens within a government.

This is a 100% online program, where the professional will have a virtual campus to attend the sessions at the time that best suits them, without the need to travel to an on-site location. On the other hand, the professional will have a teaching staff that will help them to solve all their doubts and concerns, making this Postgraduate Certificate a first-class academic experience.

This **Postgraduate Certificate in Political Data Analyst** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*The experience of a solvent and expert university is available to you in this complete program”*

“

*A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluent and efficient way”*

*An exciting educational process that will allow you to work in one of the most dynamic and exciting areas of current journalism.*

*With professors who are experts in this area of work, this program is a unique opportunity for professional development.*

Our teaching staff is made up of practising specialists. A multidisciplinary team of trained and experienced professionals in different environments, who will develop the theoretical knowledge efficiently, but, above all, will contribute the practical knowledge derived from their own experience to the program.

This mastery of the subject matter is complemented by the effectiveness of the methodological design, developed by a multidisciplinary team of e-learning experts who integrate the latest advances in educational technology.

In order to achieve success in this program, the professional will have the help of an innovative interactive video system, through which they will be able to put into practice the telepractice and learning from an expert systems. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.





# 02 Objectives

The Postgraduate Certificate in Political Data Analyst is aimed at obtaining a higher degree of specialization that allows the journalism professional to develop their career in this area in an optimal way. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.







“

*Include in your CV the knowledge and skills required to work as a Political Discourse Analyst in any form of media”*



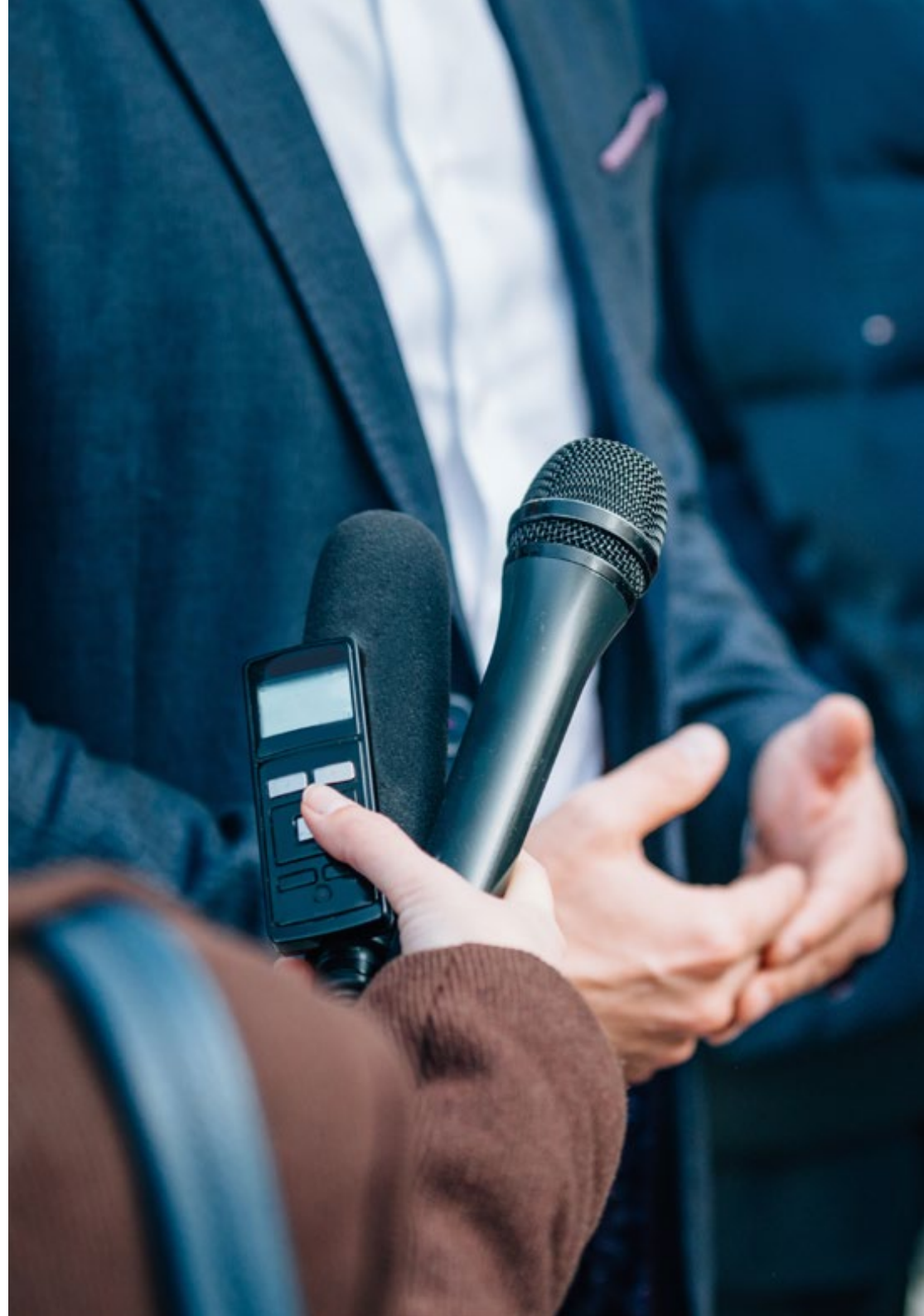
## General Objectives

---

- ♦ Analyze social media in the search for political information
- ♦ Evaluate the behavior of political actors on social media
- ♦ Identify political opportunities in social media
- ♦ Lead the way in social media management and social media analytics
- ♦ Establish the operation and the process for creating surveys
- ♦ Analyze the impact of the polling data on the population and political parties
- ♦ Determine the use and application of political data within the media



*Realistic and achievable objectives that will allow you to change your professional future with a much more competitive CV and professional profile”*





## Specific Objectives

---

- ♦ Identify relevant communities and political actors in social networks
- ♦ Identify political social media
- ♦ Defining guidelines for action in social networks
- ♦ Verify the content of social media
- ♦ Manage social media correctly
- ♦ Generate social media data for subsequent analysis
- ♦ Create useful reports for the evaluation of action on the internet
- ♦ Monitor political activity on social media
- ♦ Explore political innovation on the internet
- ♦ Analyze the history of political data and its use throughout the history of democracy
- ♦ Establish the use of surveys and their preparation and creation phases
- ♦ Determine the role of the "kitchen" in the leaking of political data
- ♦ Analyze the use that parties, media and citizens make of surveys
- ♦ Develop expertise in using a survey and understanding its data as it is to be processed
- ♦ Determine the use of data visualization within the media work and its processing essential to the understanding of the particular user



# 03

# Course Management

The Postgraduate Certificate in Political Data Analyst has an added value that stands out from any other similar specialization: The teachers who make up the team of professors know, first hand, the real workings of political communication. For this reason, an informative program has been prepared with a special focus on professional development from a perspective that is fully adjusted to the reality of the sector.







“

*Learning first hand from experts in the subject is the best way to learn how to act with confidence in your work as a political journalist”*

## Management



### Mr. Hernández De La Morena, Marcos

- ♦ Journalist specialized in political communication
- ♦ Graduate in Journalism from Complutense University of Madrid-CU Villanueva
- ♦ Master's Degree in Advanced Studies in Political Communication from the Complutense University of Madrid
- ♦ Analyst and columnist from the perspective of Political Communication in parallel voice
- ♦ Economic editor specialized in sourcing journalism and data analysis at La Tribuna de Automoción
- ♦ Web editor, SEO analyst, and Community Manager at Expansión Newspaper
- ♦ Press officer for the Escudería El Piélago sports club, with web and print content creation, press release writing, Community Manager, cover designer, photo, video and poster editor
- ♦ Press collaborator at Juventudes Socialistas de España
- ♦ Broadcaster and reporter for Cadena SER (head of Castilla-La Mancha)



## Professors

### Mr. Romero Sánchez, David

- ♦ Currently serves as President of the Government of Spain
- ♦ Degree in Law from the University of Granada
- ♦ Degree in Political Sciences
- ♦ Master's Degree in Political Communication and Electoral Campaign, Pablo Olavide University, Seville
- ♦ Expert in Digital Communication
- ♦ Consultant for digital communication strategies and analysis in the Dominican Republic primary elections
- ♦ Political consultant in EASIEST

### Mr. Guisado, Daniel Vicente

- ♦ Journalist specialized in political sciences
- ♦ Degree in Political Sciences from the Carlos III University of Madrid
- ♦ Extraordinary End-of-Studies Award, Autonomous University of Madrid
- ♦ Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid

### Mr. Pérez Guzmán, Víctor

- ♦ Financial Advisor at Arbaizar Asesores
- ♦ Degree in Law and Economics from Rey Juan Carlos University
- ♦ Degree in Political Sciences from the Carlos III University of Madrid
- ♦ Graduate expert with Master's Degree in quantitative analysis
- ♦ Market Research Analyst at Patrick Charles Communication

# 04

## Structure and Content

The contents of this specialization have been developed by the different teachers on this program with a clear purpose: To ensure that our students acquire each and every one of the skills required to become true experts in Political Data Analyst. The content of this course enables you to learn all aspects of the different disciplines involved in this area: A very complete and well-structured program that will lead the student to the highest standards of quality and success.





“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## Module 1. Analysis and Management of Social Media for Influencing and Communicating

- 1.1. Welcome to the Matrix. History of Social Media
  - 1.1.1. A Very Recent History: Where does Social Media Come From?
  - 1.1.2. How Have They Been Used in Political History?
- 1.2. What is a Social Media Platform?
  - 1.2.1. Advanced Concepts of Social Media
  - 1.2.2. What is There to Know about Social Media Algorithms?
  - 1.2.3. One Algorithm for Each Social Media Platform. How Do They Work?
  - 1.2.4. Social Media Theory
- 1.3. Which Social Media Platforms are Political?
  - 1.3.1. Main Social Media for Political Communication
  - 1.3.2. Messaging: WhatsApp, Telegram, Signal and Others
  - 1.3.3. Mass Networks: Facebook, Twitter, Instagram
  - 1.3.4. What's Next: Tik Tok
  - 1.3.5. Ideological Networks: GAB
- 1.4. Has Social Media Been Put to Good Use?
  - 1.4.1. Manual for the Use of Different Social Media
  - 1.4.2. Common Mistakes on Social Media
  - 1.4.3. Examples of Good Communicative Use of Social Media
- 1.5. Explore and Manage Social Media
  - 1.5.1. What is the Purpose of Exploring and Managing Social Media?
  - 1.5.2. How to Do It?
  - 1.5.3. Practical Tools
- 1.6. T Influencers. Network Verification
  - 1.6.1. How has the Diffusion of Politics Changed with Social Media?
  - 1.6.2. Everything is True Until you Can Prove It
  - 1.6.3. How to Verify and Contrast Fake News on Social Media
  - 1.6.4. Tools for Verification
  - 1.6.5. How Does Each Social Media Platform Deal with Politics?

- 1.7. Measuring and Informing Social Media
  - 1.7.1. Why Measure Social Media
  - 1.7.2. How to Measure the Impact We Have on Social Media
  - 1.7.3. Tools for Measuring and Monitoring
  - 1.7.4. Explain What We Have Explaining What We Have Measured to Experts and Non-Experts
- 1.8. Advertising on Social Media
  - 1.8.1. Is Advertising Useful on Social Media
  - 1.8.2. Political Advertising on Social Media
- 1.9. Innovation in Social Media
  - 1.9.1. Innovation in Political Communication on Social Media
  - 1.9.2. An Approach to Politics on Tik Tok and Other Apps that are Already the Communicative Present of Politics
- 1.10. The Future of Social Media
  - 1.10.1. Technology of the Future, Innovation Networks in Communication
  - 1.10.2. Prospecting Political Communication in Social Media

## Module 2. Analysis of Political Data and Polls

- 2.1. Data and Politics
  - 2.1.1. Introduction of Data in Politics
  - 2.1.2. First Election Polls and Surveys
  - 2.1.3. The 20th Century and the Expansion of Data
  - 2.1.4. Types of Data: Structured and Non-Structured
  - 2.1.5. Demoscopy and Public Opinion
  - 2.1.6. Data Sources: From Administration to Networks
- 2.2. Creating Surveys
  - 2.2.1. Data Extraction: The Survey and Election Polls
  - 2.2.2. Methods and Tools
  - 2.2.3. The Sample
  - 2.2.4. Sample Representation and Randomization

- 2.3. Survey Predictive Capability
  - 2.3.1. What Does the Survey Tell Us?
  - 2.3.2. Confidence Intervals and Margins of Error
  - 2.3.3. Trend and Climate of Opinion
  - 2.3.4. Recent Examples
    - 2.3.4.1. Brexit
    - 2.3.4.2. Trump
    - 2.3.4.3. Colombia
- 2.4. Electoral Kitchen
  - 2.4.1. Elements for the Electoral Kitchen
    - 2.4.1.1. Voting Intentions
    - 2.4.1.2. Sympathy
    - 2.4.1.3. Voting Recall
  - 2.4.2. The Loyal Vote
  - 2.4.3. Indecisive Vote
  - 2.4.4. Other Useful Indications of Votes
  - 2.4.5. Is it a Mistake to “Cook” the Data?
- 2.5. Big Data
  - 2.5.1. What is Big Data?
  - 2.5.2. Data on Social Media
  - 2.5.3. Bridging and Bonding Social Capital
  - 2.5.4. Disinformation
    - 2.5.4.1. Bots
    - 2.5.4.2. Echo Chamber
    - 2.5.4.3. Lies
    - 2.5.4.4. NLP. And Beyond
- 2.6. Electoral Data
  - 2.6.1. Data as a Political Tool
    - 2.6.1.1. Segmentation
  - 2.6.2. Electoral Campaigns in the Data World
  - 2.6.3. Hyperinformation: Problem or Advantage?
  - 2.6.4. Towards an Ethical Use of Data
- 2.7. Data and Public Opinion
  - 2.7.1. The Public Debate as a Board
  - 2.7.2. Objective: Conditioning the Agenda
  - 2.7.3. Data and Communication Media
  - 2.7.4. Voters
  - 2.7.5. Loss of Confidence
  - 2.7.6. Other Ways of Analyzing Public Opinion: Qualitative Studies
- 2.8. Data Visualization
  - 2.8.1. Effective Communication of Data
  - 2.8.2. Aesthetic Recommendations for Graphs and Illustrations
  - 2.8.3. Geographical Maps and Visualizations
  - 2.8.4. Bad Practices in Data Visualization
- 2.9. The World in the Age of Data
  - 2.9.1. Fake News
  - 2.9.2. More Information and More Polarized
    - 2.9.2.1. New Forms of Protest
    - 2.9.2.2. Globalization: The Elephant in the Room
  - 2.9.3. Two Crises Which Define Us: Economy and Culture



*Learn all the keys to political discourse, its text and subtext, and analyze it with the critical eye of an objective and independent journalism professional”*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Political Data Analyst guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Political Data Analyst** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Political Data Analyst**

Official N° of hours: **300 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Postgraduate Certificate Political Data Analyst

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Political Data Analyst

