EuroMeSCo Workout

JUNE – NOVEMBER 2023

The four online EuroMeSCo Workout courses described below are designed to be practical and interactive training programmes. Most of them involve a peer-to-peer dimension, as the majority of trainers are from the think tank and research community themselves. These courses will be **free of charge** for the selected participants. Priority will be given to researchers and think tankers affiliated with institutes or think tanks from the EuroMeSCo network.

In order to apply, candidates are invited to complete the online form before **23 April 2023, 23:59 CET.**

Quantitative methods for social science (R, SPSS, Power BI, excel)	**Bernat SALBANYÀ ROVIRA.** Associate Trainer, Department of Economy, Universitat Pompeu Fabra (UPF).	Thursdays 1, 8, 15, 22 June. 14h00-16h00 CET
EU funding opportunities for research and think tanks in the Euro-Mediterranean region: where should I start?	**Jordi ESCRIBA.** EU Funding Manager, B.Link Barcelona Strategic Projects	Mondays 5, 12, 19 and 26 June 2023. (time TBC)
Social media strategies for think tankers (including LinkedIn, FB, and Twitter)	**Denica YOTOVA.** Social Media Marketing Manager, Innovation in Politics Institute.	Wednesdays 4, 11, 18, 25 October. 16h00-18h00 CET
The keys to effective field work in the MENA region	**Abdalhadi ALIJLA.** Research Associate, V-Dem institute. **Amel BOUBEKEUR.** Sociologist at the Ecole des Hautes Etudes en Sciences Sociales (EHESS). **Tasnim CHIRCHI.** Director, Jasmine Foundation.	Autumn 2023 (dates TBC)

OBJECTIVES AND STRUCTURE OF THE COURSES[1]

Quantitative methods for social science (R, SPSS, Power BI, excel). Bernat SALBANYÀ ROVIRA. Associate Trainer, Department of Economy, Universitat Pompeu Fabra (UPF).

Course Summary and Objectives

This course will introduce the main components and steps of data analysis visualization, paying particular attention to model evaluation and the statistical significance of models. Different software, such as R, SPSS, Power BI and Excel can help researchers think in an analytic manner. This practical course looks into different use cases in group exercises with R, SPSS, Power BI and Excel.

At the end of the course, participants should:

- Learn what Data Analysis is and how researchers use it to solve classification or regression problems
- Be able to approach a research problem using Data Analysis methodologies
- Understand and analyze how Data Analysis is impacting every aspect of our daily lives, especially from an ethical perspective
- Develop abilities to write and execute basic R and SPSS programs oriented to solving different real-life problems, and to use Excel and Power BI for descriptive statistics

At the end of the course, participants will be equipped with a toolbox to handle data-driven applications in social sciences.

Practical information: All participants must have Excel, SPSS, R Studio and Power BI installed on their computer to follow this course.

Structure of the course

- **Session 1 - Introduction to Quantitative Methods (in Excel)**

    Before this session, participants must read some introductory slides on:

    - The basics of statistics
    - Introduction to Excel
    - Cleaning your database
    - Pivot tables and pivot charts

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[1] The structure of the courses as described in this document may be adjusted slightly ahead of the courses.

In groups, you will import the provided dataset, clean your database, and create pivot tables and pivot charts to understand the database. Be sure to check that the output is the required one by explicitly showing it.

Household Budget Survey Dataset:
- Importing data
- Exploring and understanding data
- Pre-processing data

The trainer will send the exercise correction to the participants before the next session. All participants will briefly discuss the challenges and experiences of the group exercises.

- **Session 2 - Descriptive Statistics (in SPSS)**

   Before this session, participants must read some introductory slides on:

   - Frequency tables
   - Measures of central tendencies
   - Measures of variability
   - Introduction to SPSS

   Group Exercise in SPSS.

   Household Budget Survey Dataset:

   - Importing Data (from previous session)
   - Analyzing Data
   - Testing Data

- **Session 3 - Inferential Statistics (in R)**
   Theory recap and Q&A: 30 minutes.

   Before this session, participants must read some introductory slides on:

   - Comparing two or more groups
   - Association and correlation
   - Linear models
   - Introduction to R

   Group Exercise in R.

In groups, program and run the needed commands to get the required results. Be sure to check that the output is the required one by explicitly showing it. Remember to add comments if necessary.

Household Budget Survey Dataset:

- Importing Data (from previous session)
- Creating linear models
- Data visualization of the linear models

Participants will briefly discuss the challenges and experiences of the group exercises.

- **Session 4 - Data Visualization (in Power BI)**

  Theory recap.

  Before this session, participants must read some introductory slides on:
  - Introduction to Power BI
  - Getting Data and ethics implications
  - Data transformation
  - Join tables by merging queries

  Group Exercise in Power BI.

  In groups, create the dashboards to get the required results. Be sure to check that the output is the required one by explicitly showing it.

  Household Budget Survey Dataset:

  - Importing Data (from previous session)
  - Plotting Data
  - Visual analysis of the Data

  Discussion of the group exercise.

  All participants will briefly discuss the challenges and experiences of the group exercises.

This course is aimed at researchers wishing to know more about EU funding opportunities for research in the Euro-Mediterranean region and how to obtain funding. Apart from providing them with an overview of the available programmes, its objective is to help them understand how EU funding works, where to find such opportunities, and what to take into account before and when applying, in order for them to be able to obtain EU funding on their own.

Methodological approach

The course methodology's key concepts are adaptability, interactivity, practicality, realism, and peer-to-peer.

- **Adaptability:** The contents of the course, although predefined, will be adapted to suit the needs and profiles of the participants. To do so, an online form will be sent before the beginning of the course. For example, the thematic programmes studied during sessions 3 and 4 will be selected according to the participants' field of research.

- **Interactivity:** An online tool such as Sli.do will regularly be used to bring dynamism using quizzes, word clouds, etc. It will also allow the trainer to assess the grasping of the contents and adapt the course's rhythm.

- **Practicality**: The course will provide the participants with hands-on experience thanks to practical exercises.

- **Realism:** Real examples of projects based on the trainer's own experience will be presented for the participants to better understand what each programme is about.

- **Peer-to-peer:** Peer-to-peer exchanges will be fomented throughout the course thanks to experience-sharing and practical exercises.

Structure of the course

- **Session 1: EU funding opportunities**

  1. An ice-breaking activity to create links among participants
  2. General principles of EU funding
  3. Types of programmes (thematic vs centralized)
  4. Research and EU funding: key documents and concepts (open access, peer-review, public-private partnership, etc.)
  5. Types of funding (procurement, investment, fellowship, and grant)
  6. Elaborating participation strategies (fellowship and grant)

7. Mapping EU-funded programmes
8. How to find EU-funded fellowships and grants

Resources that will be used include PowerPoint presentations, the Funding & Tender Opportunities Portal, Euraxess, MIRO, word cloud, websites, and social networks.

- **Session 2: Obtaining EU funding**

  1. An ice-breaking activity to create links among participants
  2. Applying as a researcher vs. applying jointly with an organization
  3. Characteristics of EU calls for proposals and analysis
  4. Finding potential partners
  5. Developing a proposal idea

  Resources that will be used include PowerPoint presentations, the Funding & Tender Opportunities Portal, MIRO, Sli.do (questions), and programmes' databases.

- **Sessions 3 and 4: EU funding opportunities for research in the Euro-Mediterranean region. The following programmes will be presented:**

  1. Horizon Europe
  2. MSCA
  3. MSCA-COFUND programmes
  4. ERC
  5. EIC
  6. Clusters
  7. COST Actions (European Cooperation in Science and Technology)
  8. PRIMA
  9. Interreg programmes (European Territorial Co-operation) in the Mediterranean: Interreg Euro-MED, Interreg Med, Interreg IPA CBC

  Resources that will be used include PowerPoint presentations, MIRO, and websites/results platforms.

Course Summary and Objectives

This course is designed for think tank researchers, junior and senior policy fellows, and programme managers to build and maintain a social media presence across different platforms that communicate effectively their policy research and recommendations to a well-targeted audience. The participants will learn how to enhance and maintain their social media profiles on LinkedIn, Twitter, Facebook and Instagram, create social media campaigns for their recent policy papers, learn how to measure their impact on social media and get inspiration from good practices and exemplary social media profiles in their field of work.

Each session is divided into two parts, including (1) a presentation and (2) a workshop in small groups, finishing with a wrap-up together.

Course Structure

- **Session 1: social media as an Advocacy Tool for Policy Ideas**
  Round of introductions, expectations and desired outcomes. Introductory presentation, that will lay the foundation for the upcoming Inside Out sessions, covering the following areas:

  - Social media platforms overview & usage - LinkedIn, Twitter, Facebook, Instagram, TikTok, YouTube, Telegram, and alternative platforms
  - Differences and synergies between organisational social media profiles and personal profiles used for professional purposes
  - How to create a communication & social media strategy
  - Using ChatGPT and AI tools for social media
  - Good practices and exemplary profiles
  - Ethical usage of social media and potential risks

  Workshop in groups:

  The participants will divide into groups of 4. Peer-to-peer approach: Each participant will share their social media profiles and they will review them together, giving tips for improvement. Wrap-up together: each group will share their experience and will raise questions in a discussion, moderated by the trainer.

- **Session 2: LinkedIn Inside Out**
  During this session, we will look closely at LinkedIn and how to make the best use of it to promote our policy ideas on a professional platform. The presentation will cover the following:

  - LinkedIn as a platform - usage and strategy
  - How to create an outstanding LinkedIn profile as an individual
  - Expanding our network and targeting the right audiences
  - Type of content that performs well
  - Posting frequency and operational tips - scheduling, posting times
  - Impact, analytics and adjustments

  Workshop in groups:

  The participants will divide into groups of 4 (different from the last session).
  Group work: They will choose a policy paper together and design a LinkedIn campaign strategy for its promotion, including different types of content, posting calendars, and impact reviews. Wrap-up together: each group will briefly present their campaign and receive feedback from the other groups and the trainer.

- **Session 3: Twitter Inside Out**
  Twitter remains as one of the leading social media platforms for news and policy content promotion. In the presentation, we will cover the following:

  - Twitter as a platform - specifics, usage, strategy
  - How to create content for Twitter and gain followers
  - Type of content, posting frequency and operational tips
  - How to deal with negative comments, trolling, and hate on Twitter
  - Alternative platforms with similar characteristics

  Workshop in groups:

  The participants will divide into groups of 4 (same as the LinkedIn session).
  Group work: They will adapt the LinkedIn campaign strategy they created during the last session for Twitter, including a plan for how to handle trolling and negative comments. Wrap-up together: each group will briefly present their campaign and receive feedback from the other groups and the trainer.

- **Session 4: Meta Inside Out: Facebook and Instagram**

  Facebook and Instagram both belong to Meta and could be managed together. The presentation will focus on the following:

  - Facebook and Instagram as platforms - differences, similarities, what to use them for and how to build our presence

- Creating compelling visual and video content - using Canva
- Targeting audiences, posting frequency and operational tips
- Impact, analytics, and adjustments

Workshop groups:

The participants will divide into groups of 4 (same as in previous sessions).
Group work: They will translate the LinkedIn strategy into visual and video content, using Canva. Wrap-up together: each group will briefly present their campaign and receive feedback from the other groups and the trainer.

Practical information

Participants will require the following registrations prior to the course in order to take full advantage of it:

- Social media profiles on the platforms of interest (preferably on all 4 platforms covered in the training course: LinkedIn, Twitter, Facebook, and Instagram)
- Registration on Canva (free profile is sufficient)
- Registration on ChatGPT (free profile is sufficient)

The keys to effective field work in the MENA region. Abdalhadi ALIJLA. Research Associate, V-Dem institute; Amel BOUBEKEUR. Sociologist at the Ecole des Hautes Etudes en Sciences Sociales (EHESS); Tasnim CHIRCHI. Director, Jasmine Foundation.

Course Summary and Objectives

This course is designed to equip participants with the necessary skills and knowledge to conduct effective fieldwork in the MENA region, while ensuring ethical considerations and cultural sensitivity. The course is divided into six sessions, each covering a specific aspect of conducting fieldwork in the MENA region. The course aims to prepare participants to plan, execute, and report fieldwork with confidence and proficiency. The objectives include identifying challenges and opportunities of conducting fieldwork, recognizing cultural and religious norms, developing research plans and methodologies, selecting appropriate research participants and sites, applying appropriate data collection methods, navigating cultural differences and sensitivities, managing safety and security concerns, effectively communicating findings and conclusions, and addressing ethical considerations. The course approach includes practical and interactive exercises and sessions.

Methodological approach

The methodological approach of the course is a combination of lecture-based learning, case studies, group discussions, and practical exercises. The course is designed to be interactive, with participants actively engaging in discussions and exercises to apply the concepts and skills learned during the course. During the course, participants will have the opportunity to learn from experienced professionals in the field of MENA studies and fieldwork.

Throughout the course, participants will be encouraged to reflect on their own experiences and perspectives, and to identify practical solutions to the challenges they may encounter during fieldwork in the MENA region.

By the end of the course, participants will have developed a solid understanding of the methodology and techniques necessary to conduct effective fieldwork in the region, and will have the practical skills and knowledge to apply this methodology in their own research projects.

Course structure

This course is divided into six sessions that cover different aspects of fieldwork research in the MENA region.

- **Session 1: Introduction to data collection methods**. Participants will learn about the research process, data collection techniques, and how to choose the appropriate method to address research gaps.

- **Session 2 & 3: Fieldwork preparation.** This session includes understanding the context, selecting the participants, questionnaire design, and dealing with practical and ethical challenges. These sessions end with an interactive session where participants can discuss best practices and prepare for their fieldwork.

- **Session 4 & 5: Interview types and techniques.** Participants will learn about interview types and techniques, such as individual/group discussions, structured, semi-structured, and unstructured interviews. These sessions include interactive sessions where participants can determine the type of interview needed for their research and justify their choices.

- **Session 6: Research report.** Participants will learn how to structure their report, report on their fieldwork, ensure intellectual integrity, and validate their conclusions. The session includes an interactive session where participants can discuss the practical and ethical challenges of working in the region.