

Social Media Toolkit - Welcome!

Thank you for supporting the “Total Data Quality” series.

In this toolkit, you will find messaging from the “Total Data Quality” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

This specialization aims to explore the Total Data Quality framework in depth and provide learners with more information about the detailed evaluation of total data quality that needs to happen prior to data analysis. The goal is for learners to incorporate evaluations of data quality into their process as a critical component for all projects. We sincerely hope to disseminate knowledge about total data quality to all learners, such as data scientists and quantitative analysts, who have not had sufficient training in the initial steps of the data science process that focus on data collection and evaluation of data quality. We feel that extensive knowledge of data science techniques and statistical analysis procedures will not help a quantitative research study if the data collected/gathered are not of sufficiently high quality.

This specialization will focus on the essential first steps in any type of scientific investigation using data: either generating or gathering data, understanding where the data come from, evaluating the quality of the data, and taking steps to maximize the quality of the data prior to performing any kind of statistical analysis or applying data science techniques to answer research questions. Given this focus, there will be little material on the analysis of data, which is covered in myriad existing Coursera specializations. The primary focus of this specialization will be on understanding and maximizing data quality prior to analysis.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



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Video Files

Promotional Video



YouTube Link: <https://youtu.be/VZM3AQsc2rI>

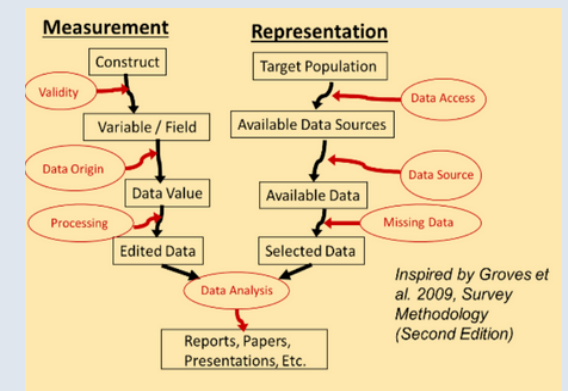
Total Data Quality Framework Video



YouTube Link: <https://youtu.be/DntFsKF-HG0>

Blog Post

What is Data Quality?



Blog Link: <https://myumi.ch/WJA6D>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/e6Gkx>

Recommended Hashtags:

#TotalDataQuality

#DataScience

The Total Data Quality Framework helps you maximize the quality of your data prior to analysis. You can learn about the Framework in the “Total Data Quality” series featuring faculty experts from the University of Michigan and Bowling Green State University. Learn more at <https://myumi.ch/e6Gkx>.

Recommended Content: Social Images

Ensure you are collecting quality data using professional data science techniques and statistical analytic procedures prior to analysis in the “Total Data Quality” series. Enroll now at <https://myumi.ch/e6Gkx>.

Recommended Content: Promotional Video

Learn the steps to optimize your data quality in all necessary dimensions in the “Total Data Quality” series. Get started now at <https://myumi.ch/e6Gkx>.

Recommended Content: Total Data Quality Framework Video

What is data quality, data integrity and why do they matter? Find answers to these questions and more in the “Total Data Quality” series featuring experts including Dr. James Wagner, a research associate professor with the Survey Research Center and Institute for Social Research at the University of Michigan. Read more at <https://myumi.ch/WJA6D>.

Recommended Content: Blog Post

Copy the text to use for social post promotion.

