

Social Media Toolkit - Welcome!

Thank you for supporting the "Understanding Data: Navigating Statistics, Data, and AI" course series. In this toolkit, you will find messaging from the "Understanding Data: Navigating Statistics, Data, and AI" course series landing page, the course series logo, downloads to promotional videos, a shortened link to the course series 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 - Description

Series Image



[Click on the image to download.](#)

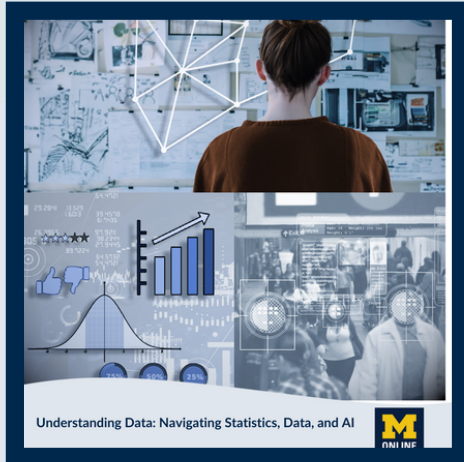
Series Description

“Understanding Data: Navigating Statistics, Data, and AI” equips you with the knowledge to engage with data from a more nuanced perspective and increase your impact as a decision-maker in an increasingly data-driven world.

Throughout this three-course series, develop essential data literacy skills to navigate claims about data, statistics, science, and artificial intelligence – with no math or programming required. Learn to evaluate statistics used in places like headlines, advertisements, and research to increase your critical thinking skills and deepen your understanding of how scientific research can be misunderstood and misinterpreted. By exploring the recent rise in artificial intelligence (AI), you’ll also learn to engage critically with current narratives regarding data and AI.

At the end of this three-course series, you’ll be able to engage with data from a more critical perspective, integrate data and statistics into papers, reports, or stories, and actively support your perspectives with quality data and information.

Social Media Toolkit - Media Assets



Social Image



"I've tried to make the science class that I would have wanted to take when I was first learning how research works. .. Most of all, I hope it helps you see that when we talk about data, we are never just talking about numbers. We are talking about things that matter to us."

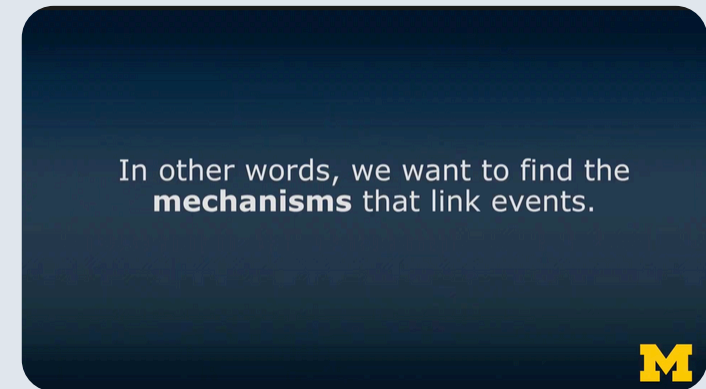
Elle O'Brien
Lecturer III
University of Michigan School of Information



Elle O'Brien Quote Card



Understanding Data Video



Significance of Statistical Significance Video

Social Media Toolkit - Social Copy

Series Link: <https://myumi.ch/ypmmJ>

Recommended Hashtags:

#DataLiteracy #DataAnalysis

#DecisionMaking #UnderstandingData

The [Michigan Online mention] course series “Understanding Data: Navigating Statistics, Data, and AI” is now available! Break down complex data concepts into easy-to-understand lessons with Elle O'Brien of [U-M School of Information mention] 🇺🇸

Enroll Now: [LINK]

Recommended Content: Social Image

Separate fact from fiction in today's data-rich environment in the [Michigan Online mention] course series “Understanding Data: Navigating Statistics, Data, and AI.” Learn to interpret data, identify biases, and gain confidence in your decision-making. 💡

Enroll Now: [LINK]

Consider “Understanding Data: Navigating Statistics, Data, and AI” as your science class that explains how research works. Explore aspects of statistics and data interpretation with Elle O'Brien of [U-M School of Information mention] in this [Michigan Online mention] course series.

Enroll Now: [LINK]

Recommended Content: Social Image

“When we're talking about data, we're not just talking about numbers...” 🇺🇸
Find out what the data from your work really tells you in the [Michigan Online mention] course series “Understanding Data: Navigating Statistics, Data, and AI.” Join Elle O'Brien of [U-M School of Information mention] in your journey to data literacy.

Enroll Now: [LINK]

Recommended Content: Elle O'Brien Quote Card

When you're retrieving data in your work, are you finding events linked together? If so, what next steps are you going to take for your organization?
🔗 Enroll in the [Michigan Online mention] course series “Understanding Data: Navigating Statistics, Data, and AI” to learn how to make data-informed decisions for your organization.

[LINK]

Recommended Content: Understanding Data Video

Recommended Content: Significance of Statistical Significance Video

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