



*Training Course:  
Advanced Technologies for Understanding and  
Analyzing Communities*

*22 - 26 September 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Advanced Technologies for Understanding and Analyzing Communities

Training Course code: LS235741 From: 22 - 26 September 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

### Introduction

In an era where technology plays a crucial role in understanding and analyzing communities, professionals need advanced tools and methodologies to assess social trends, economic factors, and behavioral patterns. This training program, designed by Global Horizon Training Center, equips participants with cutting-edge technological insights to collect, interpret, and utilize community data for strategic decision-making.

Participants will explore the latest innovations in artificial intelligence AI, geographic information systems GIS, big data analytics, and digital ethnography, enabling them to better understand societal dynamics and enhance community development strategies.

### Objectives

By the end of the program, participants will be able to:

- Understand the role of advanced technologies in community analysis.
- Utilize AI and big data to interpret social and economic trends.
- Apply GIS and spatial analysis for community mapping.
- Integrate social media analytics and sentiment analysis in decision-making.
- Use digital ethnography and behavioral analytics to understand communities.
- Develop actionable insights for policy-making, urban planning, and community engagement.

### Course Methodology

This program incorporates a mix of:

- Interactive lectures with real-world case studies.
- Hands-on exercises in data analysis and visualization.
- Technology demonstrations using advanced tools such as AI, GIS, and sentiment analysis.
- Group discussions to exchange insights and challenges.
- Expert-led workshops featuring specialists in community analytics.

## Organizational Impact

Organizations that invest in this training will benefit from:

- Improved decision-making based on advanced data analytics.
- Enhanced community engagement through targeted interventions.
- More effective policy and strategy development using technology-driven insights.
- Increased efficiency in monitoring and evaluating community initiatives.
- Better risk assessment and forecasting in urban and social planning.

## Target Audience

This program is ideal for:

- Urban planners and policymakers.
- Social scientists and community development professionals.
- Public sector officials working in community analysis and planning.
- Data analysts and GIS specialists.
- Researchers in sociology, anthropology, and behavioral sciences.
- Professionals in NGOs and international organizations focused on community development.

## Course Outlines

### Day 1: Foundations of Community Analysis in the Digital Age

- Introduction to Community Analysis: Trends and Challenges
- The Role of Data in Understanding Societal Dynamics
- Introduction to AI, Big Data, and Digital Tools in Community Research
- Case Studies: How Technology Transforms Community Engagement

### Day 2: Big Data and AI for Social and Economic Trend Analysis

- Big Data in Community Analysis: Sources and Methods

- Machine Learning for Understanding Societal Behavior
- Predictive Analytics for Community Development
- Workshop: AI-driven Social Trend Analysis

#### Day 3: Geographic Information Systems GIS for Community Mapping

- Fundamentals of GIS and Spatial Data Analytics
- Mapping Community Assets and Socioeconomic Trends
- Remote Sensing and Satellite Data for Urban and Rural Analysis
- Practical Exercise: Hands-on GIS Community Mapping

#### Day 4: Social Media Analytics and Sentiment Analysis

- Leveraging Social Media Data for Community Insights
- Natural Language Processing NLP for Sentiment Analysis
- Case Studies on Public Opinion and Community Engagement
- Hands-on Session: Extracting and Analyzing Social Media Data

#### Day 5: Digital Ethnography and Behavioral Analytics for Community Development

- Introduction to Digital Ethnography and Online Behavioral Research
- Ethical Considerations in Digital Community Studies
- Creating Data-Driven Strategies for Community Engagement
- Capstone Project: Developing a Community Analysis Framework

## Registration form on the Training Course: Advanced Technologies for Understanding and Analyzing Communities

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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