Applied Media Data Analysis Using Artificial Intelligence Training Course



09 - 13 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MED9907_261911

Course Introduction / Overview:

In the world of media and communications, data is a powerful asset, but it is too big for traditional analysis methods. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to use artificial intelligence (AI) to analyze media data and uncover meaningful insights. We will go into all parts of the process, from collecting large datasets to using AI tools for sentiment analysis, topic modeling, and predictive analytics. The course focuses on practical skills, including using different AI algorithms to understand audience behavior, track media trends, and measure the effectiveness of communication campaigns. We will also explore the theoretical foundations of AI in media, drawing on academic insights from figures like Lev Manovich, a prominent media theorist. His book, "The Language of New Media," explores how computers and algorithms are shaping media production and analysis. By the end of this course, you will not only be proficient in using AI for media analysis, but you will also have a strategic understanding of how to use data to inform your communication decisions and stay ahead of the curve. This training is for anyone who wants to use the power of AI to transform their understanding of media.

Target Audience / This training course is suitable for:

- Media analysts and researchers.
- Marketing and communications professionals.
- Public relations specialists.
- Data scientists and business intelligence professionals.
- Journalists and digital media managers.
- Brand managers.
- Government agencies and public sector communicators.

Target Sectors and Industries:

- Media and broadcasting.
- Marketing and advertising.
- Public relations and corporate communications.
- Technology and data analytics.
- Academia and research.
- Public affairs and government.
- Financial services.

Target Organizations Departments:

- Media relations.
- Market research.
- Business intelligence.
- Communications.
- Digital marketing.
- Public affairs.
- Data analysis.

Course Offerings:

By the end of this course, the participants will have able to:

- Use AI tools to analyze large datasets of media content.
- Perform sentiment analysis to understand public opinion.
- Apply topic modeling to uncover key themes in media.
- Use predictive analytics to forecast media trends.
- Create data visualization of complex media data.
- Measure the effectiveness of communication campaigns with data.
- Understand the ethical considerations of AI in media.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that gives participants direct experience in analyzing media data. The program is a combination of lectures, case studies, and a final capstone project where participants will use AI tools to analyze a real-world dataset. We will use a variety of case studies to explore how organizations have used AI for media analysis to respond to a crisis, launch a new product, or change public perception. The program includes workshops on technical skills, such as using different AI algorithms and analytics platforms. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are not only proficient in using tools, but also strategic thinkers who can use AI to make data-driven decisions in their work.

Course Agenda (Course Units):

Unit One: The Foundations of Media Data and AI

- The role of media data analysis.
- The basics of artificial intelligence and machine learning.
- The different types of media data, from text to video.
- The principles of AI in media.
- Understanding the data collection process.
- The importance of clean data.
- Ethical considerations and biases in AI.

Unit Two: Sentiment and Topic Analysis

- The principles of sentiment analysis.
- Using AI tools to measure public opinion.
- The basics of topic modeling.
- Uncovering key themes in news and social media.
- Using keywords and tags for analysis.
- The difference between positive, negative, and neutral sentiment.
- A hands-on project with sentiment analysis.

Unit Three: Predictive and Behavioral Analytics

- The basics of predictive analytics.
- Forecasting media trends with AI algorithms.
- Understanding audience behavior.
- Using data to inform a communication strategy.
- Identifying key influencers and trendsetters.
- The role of behavioral psychology in media analysis.
- The importance of a data-driven approach.

Unit Four: Data Visualization and Reporting

- The principles of effective data visualization.
- Creating clear and compelling charts and graphs.
- Using a variety of tools to present your findings.
- The importance of a good report.
- Communicating complex data to a non-technical audience.
- Telling a story with data.
- The role of a media analyst.

Unit Five: The AI Media Project

- Presenting your final media data analysis project.
- A review of the entire process.
- A deep dive into case studies of successful AI-driven media campaigns.
- Troubleshooting common challenges.
- The long-term plan for a career in media data.
- A final Q&A with the instructors.
- A review of key concepts.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the increasing use of AI for media analysis raise new ethical questions regarding privacy, data ownership, and the potential for algorithmic bias in public discourse?

What unique qualities does this course offer compared to other courses?

This training program is different because of its strong focus on the intersection of artificial intelligence and media data. While many courses focus on just one of these topics, this one, provided by BIG BEN Training Center, teaches you how to use AI to gain a deeper understanding of the media landscape. The hands-on, project-based structure is a major plus, as participants will use AI tools to analyze real-world datasets. We also go into the nuances of sentiment analysis and predictive analytics, which are essential skills for modern professionals. We believe that this comprehensive approach, which combines technical skills with strategic thinking, gives participants a strong foundation for a successful career in media data analysis.