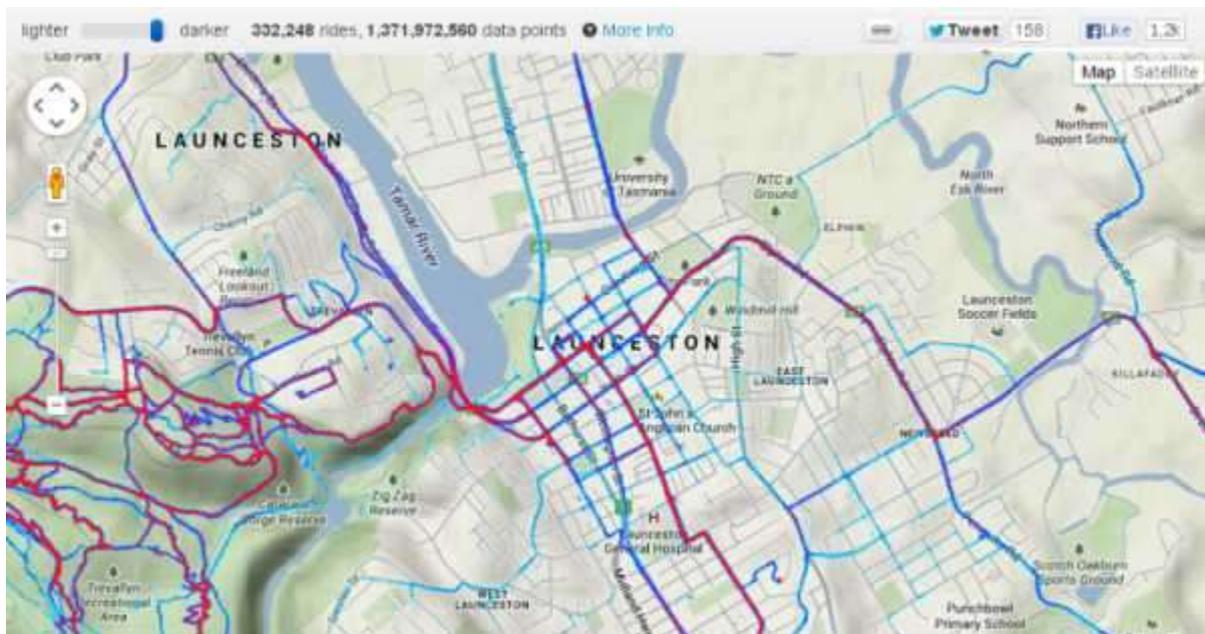| [NDA website](#)	[NDA training course dates](#)	[Make an enquiry](#)

Welcome to the September 5 edition of NDA's Newsletter.

In a [recent issue](#) we examined how training runs and bike rides uploaded to Strava were presented by the [RaceShape heat map](#), and saw how useful it could be to find popular places to ride or run in unfamiliar locations.


When I showed this Launceston heat map to a local councillor, he remarked that it could be used to determine in which streets the Council should create bike lanes. [Strava](#), and its hundreds of thousands of users, are providing planning authorities with valuable data on recreational land use at no cost.

This is just one of the many examples of how big data - the collection of millions, billions and trillions of data points - can be used to analyse behaviour. Some of the best examples of this are provided by Google searches and Twitter traffic because the daily volumes are so high.

Flu and Google

For example, Google [searches for flu symptoms and remedies](#) are useful as predictors of regional flu outbreaks. This is because people in the first stages of infection often Google their symptoms, well before they visit the doctor. This graphic of flu-related Google searches in Australia on 2 September shows that Victoria has the highest incidence at present - but unfortunately no data for Tasmania or the NT.
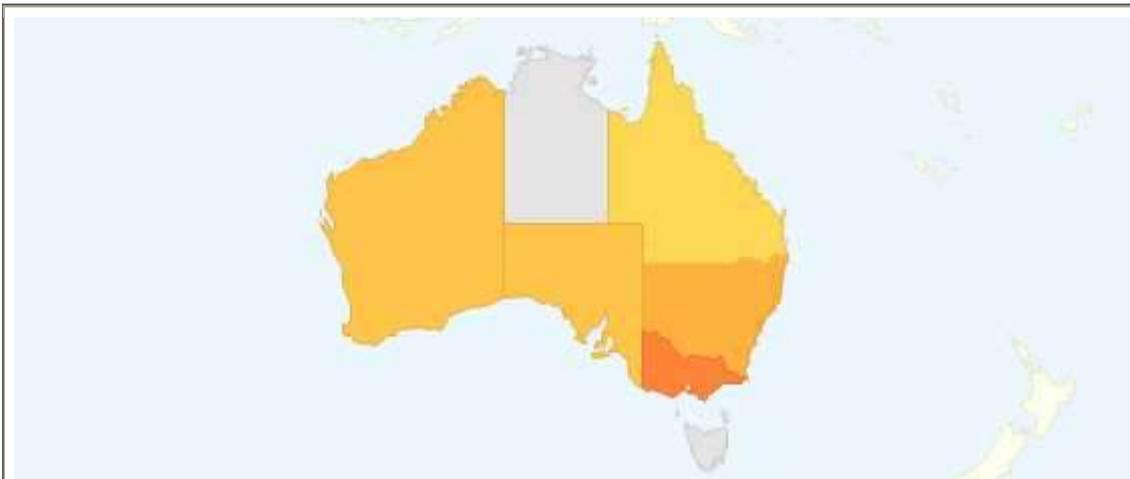
You can conduct your own research into Google's flu search trends here.

This set of popularity charts is a recent addition to Google's search trend information. You can pick a search category that interests you, and drill down to identify the most popular searches, which are becoming more popular and which less.

Happiness and Twitter

Twitter is being used as a hedonometer (a device to measure pleasure - it makes me feel good just typing the word). This is done by identifying the 10,000 most frequently used words in tweets, and assigning a happiness score between 1 (sad) and 9 (happy) to each of them. The location, time of day and content of tweets is analysed to produce this happiness heat map of the USA.
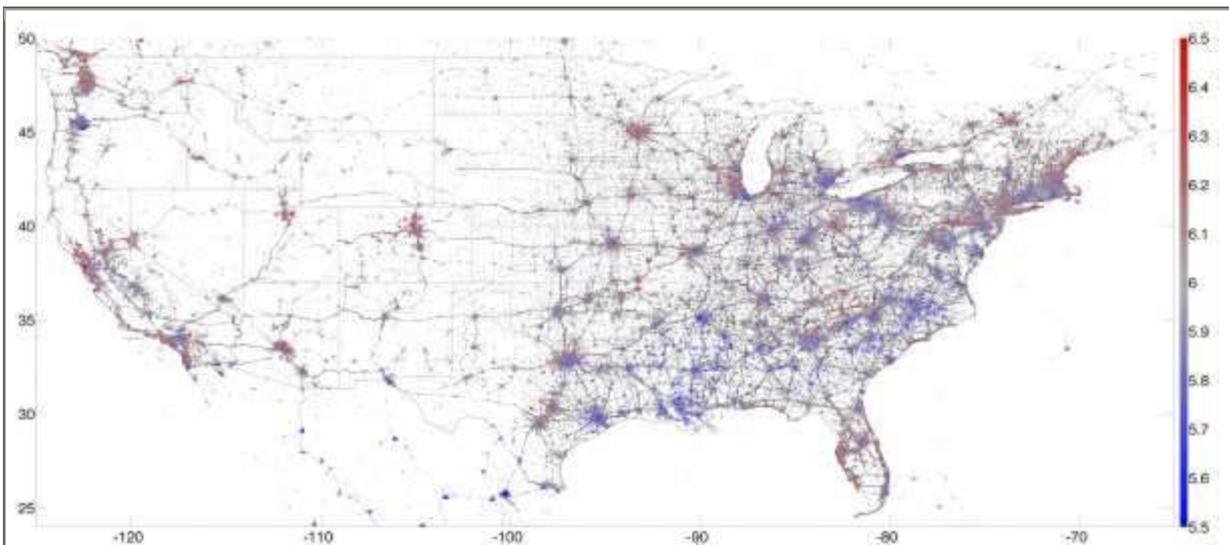
You can explore this map in more detail here and read about their findings in the Geography of Happiness.

The authors of the Twitter study have uncovered many other interesting correlations. Our happiness peaks early in the day and gradually degrades until troughing in a burst of profanity at about 10pm in the evening. That's right, the relative frequency of the five most popular swear words has an inverse relationship to happy words, with a low in the early morning and a peak in the late evening. These graphs show the relationships over a 48 hour period.
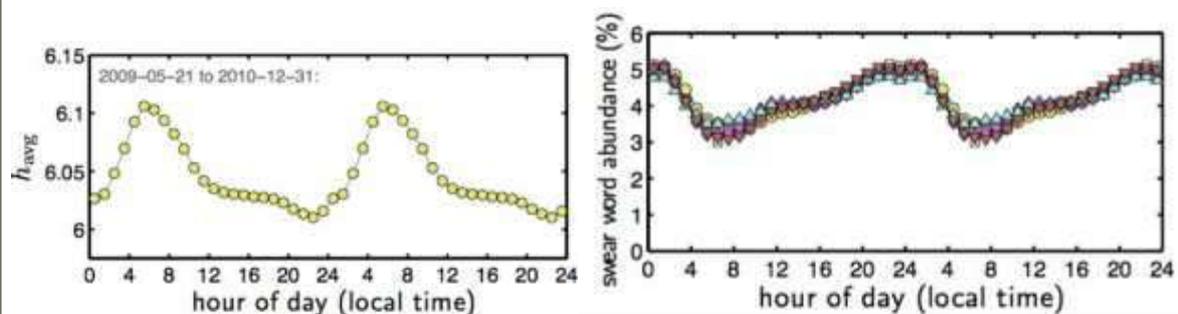
Happy tweets peak in the mornings

Abusive tweets peak in the evenings

Lead, abortion and violent crime

My all-time favourite big data correlation was discovered only recently. Researchers were trying to make sense of a gradual decline in anti-social behaviour in many American states. They looked for relationships with the obvious factors (drug use, alcohol consumption, unemployment etc.) and came up empty handed. Eventually they discovered the main causal relationship was the date at which lead was banned from petrol in each state.

Taking into account a 22-year time lag, the falling violent crime curve virtually tracks the falling lead exposure curve in every state. The decline in lead exposure was found to account for 56% of the decline in violent crime. Of equal interest, the next most significant factor - the passing of legislation to legalise abortion - accounted for

29% of the decline in violent crime.

Meanwhile, some architects in London have designed a building that cooks cars. It was discovered that their glass-covered, parabolic building was focusing the sun and creating a hot spot in a nearby street, melting the wing mirror and warping body panels on a parked Jaguar. It only happens for a couple of hours a day at certain times of the year, the architects said.

With warm regards

Nigel Davies
Director, NDA

Certificate IV in Training and Assessment in Hobart
****

We begin a new Certificate IV in Training and Assessment in Hobart at the end of this month. There are still some places available - call Chris Carlson on 1300 765 736 if you would like more information.

What clients say about NDA's Cert IV in Training and Assessment:

"This was a dynamic presentation...I was totally engaged from the opening line...the way the training was presented was so different to any presentation I have ever attended...this was hilarious and a fantastic way to finish a sensational training course"
JP, Department of Foreign Affairs and Trade

"It was really good doing the course at NDA and a pleasure dealing with the staff there who obviously enjoy the work that they do. The customer service standard shown by NDA (promptness of response to queries and client contact generally) was quite impressive."
CB, Transend Networks

Explorers Web
****

For most topics there are 'go-to' websites that provide the best quality and most comprehensive information on the subject. If you are interested in the outdoors then Explorers Web - http://www.explorersweb.com/ - is the place to read about expeditions of all sorts.

This is where you will find blogs and reports from expeditions to mountains, oceans and the polar regions, including this one from Dr Steve Fabes, who is four continents into a personal odyssey to cycle all six continents. He writes with a well-honed sense of humour which, considering the above photo, must be a requirement for the venture.

Your feedback on some recent NDA courses
****

We have had some fun people visit us for training recently - courses and comments below.

Delivering Convincing Presentations

> Found the training and constructive criticism to be extremely useful and beneficial for my needs
> **JS, Hobart City Council**
>
> **This course will be offered again on 11 December in both Launceston and Hobart.**

Superior Customer Service

> The trainer put things into relevant circumstances which made the course interesting and easy to understand.
> **LT, Heritage Isle Credit Union**

Good training facility, lots of space, not cramped up. Very good trainer, felt very comfortable.
PG, Heritage Isle Credit Union

I really enjoyed the openness with the conversation. This course has made me think about our customer service and I will be putting what I have learnt today into practice.
KH, Heritage Isle Credit Union

Ask about a private presentation of this course for your team.

[Managing Successful Projects](#)

I found the trainer patient, thorough and well prepared. He presented the course in a structured manner that was easy to follow. He is very good listener and provides positive feedback. Group exercises were very relevant.
SS, Tasmanian Consulting Service

Very good explanation and coverage of key elements, interactive nature of delivery kept content interesting and students engaged.
MD, Tasmanian Consulting Service

You can catch the next presentation of our project management course in Hobart on 17/18 October and on 25/26 November in Launceston.

[Business Writing Skills (Advanced)](#)

Great presentation, very happy with what I learnt today.
JF, Hobart International Airport

A very enjoyable day.
BD, Hobart International Airport

5 December for the next presentation of Business Writing Skills, Hobart and Launceston.

[Effective Supervision Skills](#)

The trainer was very effective in relating the course content to real life examples, as well as being very open to different ideas/opinions from participants.
NE, Tasmanian Consulting Service

12 December in Hobart and 13 December in Launceston for the next Effective Supervision Skills.

2014 Skills Fund - don't miss out!
****

Applications for the [2014 Skills Fund](#) will open shortly. Organisations may apply for funding in partnership with an RTO (such as NDA) for either **short course**

training ('skill sets') or **complete qualifications**.

Used sensibly, the Skills Fund could subsidise your entire staff training program for 2014 - but only if you act promptly. Last year the fund was exhausted before the expiry date. **Contact NDA now** and we will:

- Help you identify your training needs
- Ensure you meet the requirements of the program
- Write the application with you

1300 765 736 or chris@nda.com.au**.**

Forthcoming training courses
****

The following courses will shortly be presented by NDA, some at significant discounts on standard rates (to obtain the discount, please phone Janelle on 1300 765 736 and mention this email when making bookings). Clients with existing bookings for discounted courses may not change them but additional people may be added at the discounted rate.

Hobart IT Courses
Project 11/12 Sep - $480
PowerPoint 16 Sep - $240
Word Introductory 16/18 Sep - $480
Word Intermediate 18/19 Sep - $480
Word Advanced 19/20 Sep - $480 **two for the price of one**
MYOB Setup and Operation 23/24 Sep - $570
Introduction to PCs with Windows and Microsoft Office, 26/27 Sep - $480
Access Introductory, 30 Sep/2 Oct - $480

Hobart Business Skills Courses
Time Management 19 Sep - $285 **15% discount**
Learning Design 25/26 Sep - $570
Workplace Health & Safety 2 Oct - $285

Launceston IT Courses
Microsoft Project 11/12 Sep - $480 **two for the price of one**
PowerPoint 16 Sep - $240
Word Introductory 17/18 Sep - $480
Word Intermediate 18/19 Sep - $480
Word Advanced 19/20 Sep - $480
Excel Introductory 1/2 Oct - $480
Excel Intermediate 2/3 Oct - $480
Excel Advanced 3/4 Oct - $480

Launceston Business Skills Courses
Workplace Health & Safety 2 Oct - $285

Devonport IT Courses
Excel Intermediate 6/9 Sep - $480

[Excel Advanced](#) 9/13 Sep - $480
[Microsoft Project](#) 16/17 Sep - $480
[PowerPoint](#) 16 Sep - $240 **two for the price of one**
[Word Introductory](#) 17/18 Sep - $480
[Word Intermediate](#) 18/19 Sep - $480
[Excel Introductory](#) 1/2 Oct - $480
[Excel Intermediate](#) 2/3 Oct - $480
[Excel Advanced](#) 3/7 Oct - $480

Devonport Business Skills Courses
[Time Management](#) 18 Sep - $285 **one place left**

HOBART	**LAUNCESTON**	**DEVONPORT**
Level 3, Trafalgar Centre, 110 Collins St Hobart TAS 7000 Phone: (03) 6224 2660	Level 1, 65 St John Street Launceston TAS 7250 Phone: (03) 6334 4910	The Roberts Building, 23 Stewart St Devonport TAS 7310 Phone: (03) 6423 4547