

Course title <English>	社会疫学 I Socio-epidemiology I		Affiliated department, Job title,Name	Graduate School of Medicine Associate Professor, KIHARA MASAKO	
Target year	Professional degree students	Number of credits	2	Course offered year/period	2017/First semester
Day/period	Mon.3	Class style	Lecture	Language	Japanese and English
[Outline and Purpose of the Course]					
<p>“ Socio-epidemiology ” is a new public health discipline first established in Kyoto University School of Public Health in 2000 that encompasses epidemiology and social sciences, or quantitative and qualitative research methods to facilitate ecological or socio-cultural understanding of health by utilizing multidisciplinary approach. In the first term, students will learn about study design issues relevant to socio-epidemiology such as social marketing, behavioral science, non-probability sampling methods, and (quasi-)experimental designs. In the second term, a series of lectures and workshops will be provided on qualitative research methods such as focus group interviews and qualitative data analysis. Throughout these courses students are expected to acquire an integrated view on socio-epidemiology and lay a solid foundation for the future research.</p>					
[Course Goals]					
<ol style="list-style-type: none"> 1 . To understand the importance of social marketing approach in behavioral prevention. 2 . To understand the difference between commercial marketing and social marketing 3 . To understand the importance of behavioral/communication theories in designing prevention program. 4 . To understand the complementary role of qualitative and quantitative research in prevention. 5 . To understand a variety of sampling methods and (quasi-)experimental designs. 					
[Course Schedule and Contents]					
<ol style="list-style-type: none"> 1. April 10 Mon.3 Introduction 2. April 17 Mon.3 Socio-epidemiology and the history of social/natural science 3. April 24 Mon.1 Social marketing (1): Basic concepts and behavior theories 4. May 08 Mon.3 Social marketing (2): Formative research 5. May 15 Mon.3 Social marketing (3): Product formation-Part 1 6. May 22 Mon.3 Social marketing (4): Product formation -Part 2 7. May 29 Mon.3 Social marketing (5): Promotion-Part 1 8. June 05 Mon.3 Social marketing (6): Promotion-Part 2 9. June 12 Mon.3 Sampling methods and experimental designs (1) 10. June 19 Mon.3 Sampling methods and experimental designs (2) 11. June 26 Mon.3 Socio-epidemiological study design practicum (1) 12. July 10 Mon.3 Socio-epidemiological study design practicum (2) 13. July 24 Mon.3 Socio-epidemiological study design practicum (3) 14. To be scheduled Socio-epidemiological study design practicum (4) 15. To be scheduled Discussion 					
<p>*Note: Please keep in mind that lecture content and scedule are subjected to change according to the students' needs and progress.</p>					
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社会疫学 I(2)

[Class requirement]

MPH Elective
MCR recommended
GC recommended

[Method, Point of view, and Attainment levels of Evaluation]

Attendance 30 %, Class assignment 40%, Examination 30%

[Textbook]

Not used

[Reference books, etc.]

(Reference books)

References

1. Andrasen AR. Marketing social change. Jossey-Bass, San Francisco, 1995
2. Stephen I, Michael WB. Handbook in research and evaluation. 3rd ed., EdITS, San Diego, CA

[Regarding studies out of class (preparation and review)]

not in particular

(Others (office hour, etc.))

It is desirable to take both socio-epidemiology I(1st term) & II(2nd term) since they are complementary.

Students who are going to be involved in disease prevention in future or those who have a real interest in prevention practice are expected to attend this course.

*Please visit KULASIS to find out about office hours.