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|---|--------------------------------|--------------------------|--|---|----------------------|
| <b>Course title</b><br><English>  | 社会疫学 I<br>Socio-epidemiology I |                          | <b>Affiliated department, Job title,Name</b> | Graduate School of Medicine<br>Associate Professor, KIHARA MASAKO |                      |
| <b>Target year</b>  | Professional degree students   | <b>Number of credits</b> | 2  | <b>Course offered year/period</b>                                 | 2018/First semester  |
| <b>Day/period</b>   | Mon.3                          | <b>Class style</b>       | Lecture                                      | <b>Language</b>   | Japanese and English |
| <b>[Outline and Purpose of the Course]</b>  |                                |                          |  |   |                      |
| <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>  |                                |                          |  |   |                      |
| <b>[Course Goals]</b>   |                                |                          |  |   |                      |
| <ol style="list-style-type: none"> <li>1 . To understand the importance of social marketing approach in behavioral prevention.</li> <li>2 . To understand the difference between commercial marketing and social marketing</li> <li>3 . To understand the importance of behavioral/communication theories in designing prevention program.</li> <li>4 . To understand the complementary role of qualitative and quantitative research in prevention.</li> <li>5 . To understand a variety of sampling methods and (quasi-)experimental designs.</li> </ol>  |                                |                          |  |   |                      |
| <b>[Course Schedule and Contents]</b>   |                                |                          |  |   |                      |
| <ol style="list-style-type: none"> <li>1. April 09 Mon.3 Introduction</li> <li>2. April 16 Mon.3 Socio-epidemiology and the history of social/natural science</li> <li>3. April 23 Mon.1 Social marketing (1): Basic concepts and behavior theories</li> <li>4. May 07 Mon.3 Social marketing (2): Formative research</li> <li>5. May 14 Mon.3 Social marketing (3): Product formation-Part 1</li> <li>6. May 21 Mon.3 Social marketing (4): Product formation -Part 2</li> <li>7. May 28 Mon.3 Social marketing (5): Promotion-Part 1</li> <li>8. June 04 Mon.3 Social marketing (6): Promotion-Part 2</li> <li>9. June 11 Mon.3 Sampling methods and experimental designs (1)</li> <li>10. June 18 Mon.3 Sampling methods and experimental designs (2)</li> <li>11. June 25 Mon.3 Socio-epidemiological study design practicum (1)</li> <li>12. July 02 Mon.3 Socio-epidemiological study design practicum (2)</li> <li>13. July 09 Mon.3 Socio-epidemiological study design practicum (3)</li> <li>14. July 23 Mon.3 Socio-epidemiological study design practicum (4)</li> <li>15. To be scheduled Discussion</li> </ol> |                                |                          |  |   |                      |
| <p>*Note: Please keep in mind that lecture content and scedule are subjected to change according to the students' needs and progress.</p>   |                                |                          |  |   |                      |
| <p style="text-align: right;">Continue to 社会疫学 I(2)</p>   |                                |                          |  |   |                      |

## 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.Andreasen 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.