

Course title <English>	社会疫学 I Socio-epidemiology I		Affiliated department, Job title,Name	Graduate School of Medicine Associate Professor, KIHARA MASAKO	
Grade allotted	Professional degree students	Number of credits	2	Course offered year/period	2015/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]					
<p>April 20 Introduction April 27 Socio-epidemiology and the history of social/natural science May 11 Social marketing (1): Basic concepts and behavior theories May 18 Social marketing (2): Formative research May 25 Social marketing (3): Product formation-Part 1 June 01 Social marketing (4): Product formation -Part 2 June 08 Social marketing (5): Promotion-Part 1 June 15 Social marketing (6): Promotion-Part 2 June 22 Sampling methods and experimental designs (1) June 29 Sampling methods and experimental designs (2) July 06 Socio-epidemiological study design practicum (1) July 13 Socio-epidemiological study design practicum (2) July 27 Socio-epidemiological study design practicum (3) To be scheduled Socio-epidemiological study design practicum (4) To be scheduled Discussion</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. Andreason 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.