

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	2016/First semester
Day/period	Other	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]					
*Attention:Lectures on Wednesday 1st period in () is generally for non-medical students.					
<p>1. April 11 Mon.3 Introduction (1. April 13 Wed.1 Introduction)</p> <p>2. April 18 Mon.3 Socio-epidemiology and the history of social/natural science (2. April 20 Wed.1 Socio-epidemiology and the history of social/natural science)</p> <p>3. April 25 Mon.1 Social marketing (1): Basic concepts and behavior theories (3. April 27 Wed.1 Social marketing (1): Basic concepts and behavior theories)</p> <p>4. May 09 Mon.3 Social marketing (2): Formative research (4. May 11 Wed.1 Social marketing (2): Formative research)</p> <p>5. May 16 Mon.3 Social marketing (3): Product formation-Part 1 (5. May 18 Wed.1 Social marketing (3): Product formation-Part 1)</p> <p>6. May 23 Mon.3 Social marketing (4): Product formation -Part 2 (6. May 25 Wed.1 Social marketing (4): Product formation -Part 2)</p> <p>7. May 30 Mon.3 Social marketing (5): Promotion-Part 1 (7. June 01 Wed.1 Social marketing (5): Promotion-Part 1)</p> <p>8. June 06 Mon.3 Social marketing (6): Promotion-Part 2 (8. June 08 Wed.1 Social marketing (6): Promotion-Part 2)</p> <p>9. June 13 Mon.3 <u>Sampling methods and experimental designs</u> (1)</p>					
Continue to 社会疫学 I(2) ↓ ↓ ↓					

社会疫学 I(2)

(9.June 15 Wed.1 Sampling methods and experimental designs (1))
10.June 20 Mon.3 Sampling methods and experimental designs (2)
(10.June 22 Wed.1 Sampling methods and experimental designs (2))
11.June 27 Mon.3 Socio-epidemiological study design practicum (1)
(11.June 29 Wed.1 Socio-epidemiological study design practicum (1))
12.July 04 Mon.3 Socio-epidemiological study design practicum (2)
(12.July 06 Wed.1 Socio-epidemiological study design practicum (2))
13.July 11 Mon.3 Socio-epidemiological study design practicum (3)
(13.July 13 Wed.1 Socio-epidemiological study design practicum (3))
14.July 25 Mon.3 Socio-epidemiological study design practicum (4)
(14.July 27 Wed.1 Socio-epidemiological study design practicum (4))
15.To be scheduled Discussion
(15.To be scheduled Discussion)

*Note: Please keep in mind that lecture content and schedule are subjected to change according to the students' needs and progress.

[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.