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Spring 2015

## PUBH 4134 - Research Methods and Evaluation

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**Georgia Southern University**  
**Jiann-Ping Hsu College of Public Health**  
***PUBH 4134– Research Methods and Evaluation***  
Spring 2015

<b><u>Instructor:</u></b>	<b>Dziyana Nazaruk, Dr.P.H, MPH, MSSM</b>
<b><u>Office:</u></b>	Hendricks Hall
<b><u>E-Mail Address:</u></b>	<a href="mailto:dn00559@georgiasouthern.edu">dn00559@georgiasouthern.edu</a>
<b><u>Office Hours:</u></b>	by appointment
<b><u>Class Meets:</u></b>	Tuesday/Thursday 11:00am-12:15pm - Education Building 1130

**Catalog Description:** This course introduces the student to research methods used in health education and promotion. In addition, this course examines the rationale and procedure to evaluate health education/promotion programs. The course focuses on several topics including: research design, methods of program evaluation, planning research and evaluation, the politics and ethics of evaluation, measurement, sampling logistics, data analysis, and the development of a student project. 3 credits (3-0-3).

**Required Textbook:**

Jacobsen, K. H. (2012). Introduction to Health Research Methods: A Practical Guide. Jones and Bartlett Publications: Sudbury, MA. ISBN 13:978-0-7637-8334-1

**Course Learning Objectives:**

1. The student will be able to explain the purpose and importance of program research and evaluation.
2. The student will be able to identify the appropriate use of various research and evaluation methods in relation to the health promotion setting.
3. The student will be able to develop a research or evaluation plan through the process of a) facilitating administration of the test and activities specified in the plan; b) understanding data collection methods appropriate to the objectives; and c) analyzing avulsion data.
4. The student will be able to interpret the results of a research project or program evaluation.
5. The student will be able to infer implications from the findings for future program planning through a) exploring possible explanations for important research or evaluation findings, and b) recommending strategies for implementing results of evaluation.

## Instructional Methods

Information will be presented in the classroom, though the required readings, and through written & oral assignments. Class meetings will be a combination of lecture, class discussion, group activities, videos, guest speakers and student presentations. The instructor will not attempt to cover all of the assigned reading; however, students will be responsible for all assigned material. If you miss a class, you are responsible to contact a fellow student to get what you have missed.

## Grading:

Exams (2)	100 pts. each	200
Final Exam		100
Quizzes(6 –drop lowest) 10pts@		50
Research Activities		110
Participation Points		15

**TOTAL POINTS: 475**

## Grades:

475-427 pts.	90-100%	A
426-380 pts.	80-89%	B
379-332 pts.	70-79%	C
331-285 pts.	60-69%	D
0-284 pts.	0-59%	F

## Assignments:

- 1. Exams.** There will be two exams, each is worth 100 points. Scantron Form 885 (big blue one) is used for each exam (200 total points).
- 2. Final Examination.** The final exam will be given Thursday, May 7<sup>th</sup> 2014 from 10:00am-12:00noon. This exam is noncumulative and worth 100 points. The final cannot be taken early or later. If this date and time will not work for you, please consider dropping this class. 100 points.
- 3. Quizzes.** 6 quizzes will be given over the course of the semester, the lowest quiz grade will be dropped. These quizzes will be on the readings that were assigned for that day. In order to successfully complete these exams, you must have read the material prior to taking them. Quizzes will be offered during the first 5 minutes of class on the date assigned. No make-up quizzes will be given, barring death or major hospitalization. 50 points.
- 4. Research Activities.** You will work in partners. Each pair of partners will complete 14 research activities. Some of these activities will be completed independently. Guidelines and deadlines for the research activities are to be adhered to. Deadlines are to be met. You may not go on to the next research activity until you have completed the previous one. Students who do not successfully complete the research activity will receive an “F” for the course, no matter how many other points they accumulate. 110 points.
- 5. Participation.** At 11:02 each day, the door to the classroom will be shut. If you arrive after that, you will not be allowed to enter the room. If you arrive before that, dump your stuff and then leave and are not in the classroom by 11:02, then you can pick up your stuff at 12:15. The disturbance to the course is too great with the constant late arrival of students. Attendance or class activities will happen randomly five times throughout the semester. 3 participation points can be earned during these times. 15 pts.

6. **Bonus Points.** Bonus points will be available throughout the semester. Be on the watch for them!

### Course Policies:

1. There will be no make-up exams given. Exams are the property of the professor, any exams removed from the classroom by students will result in the score of a "0" be assigned for that exam, and an "F" for the entire course. Exams require a Scantron Form 885. All exams are multiple choice, true/false, fill-in-the-blank, matching and essays. No make up tests are given except for **an university excused absence with full documentation**. If you miss a test, you have one week to make the exam up. Make-up tests will be mostly, if not all, essays and computations. If it is not made up **within one week**, you will receive 0 points for the exam. **You have 24 hours** after a test is taken by the class to contact me via email to schedule your make-up exam or a 0 will be assigned to the test.
2. The final exam is mandatory (non-cumulative) and will be given during finals week. Early final exams will not be given. If this scheduled time is a problem, please consider dropping this course.
3. Late work assignments are not accepted, please submit all assignments via Folio or place all assignments on the front desk as you walk in. Assignments are due upon entering the class, after that they are considered late and will not be accepted. **I will ONLY accept assignments submitted in .doc or .docx or .pdf formats on Folio**. Any other type of submissions will not be opened and receive automatic "0" points. I do not accept assignments via email or via email as an attachment and if you try to send them this way, an automatic "0" will be assigned.
4. **All assignments** must be typed.
5. For assignments that are submitted via Folio, please note the following. If you are experiencing difficulty with Folio, contact tech support immediately. I am not a computer tech person and therefore cannot give you any help. Please try to do all assignments a day early so that submission of assignments will not be a problem.
6. Please consult the STUDENT CONDUCT CODE 2013-14 for course policy concerning issues related to academic dishonesty. Anyone caught violating any of these regulations will be immediately reported to GSU's Judicial Board, and be assigned a "F" for the course.
7. Last day to withdraw from class without academic penalty is March 9th, 2015. Students who stop attending class without officially withdrawing from the class will receive a final grade of "F".
8. Samples of your work may or may not be reproduced for research purposes and/or inclusion in the professor's teaching portfolio. You have a right to review anything selected for use, and subsequently ask for its removal.
9. By enrolling in this course, it is understood that you have read the syllabus, understand the rules and policies as stated, and will abide by them.
10. This building follows a no eating/no drinking" policy in all its classrooms. Please follow this policy. If you need to eat in class, please bring enough to share!

13. This syllabus, my lectures, and all materials distributed and presented by me during this course are protected by copyright law. You are authorized to take notes in this class but that authorization extends only to making one set of notes for your personal use and no other use. You are not authorized to sell, license, commercially publish, distribute, transmit, display, or record notes from this class unless you have my written consent to do so.
14. If you are receiving services from the Student Disability Resource Center (SDRC) please come and see me, as soon as possible, to schedule an appointment to present me with an accommodation letter.
15. This course is on Folio. You are responsible for downloading notes BEFORE you come into class. Please regularly check Folio for any messages that I might have for you.
16. When you need to contact me, please do so through the [dn00559@georgiasouthern.edu](mailto:dn00559@georgiasouthern.edu) email account for I check this one more frequently than the Folio mail messages. Please give me 48 hours to respond to emails. To write a **professional** email, please include the following: a salutation, identify who you are, what the contact is in reference too (i.e. PUBH 4134), and what you would like me to do. At the bottom of the email, please type out your name. Please be careful of nick names that you have associated with the person because they might show up that way!
17. Student seating will be randomized during testing periods.
18. During testing periods, students are only allowed to bring a pencil, scantron 885, and non-programmable calculator to the seating area. Book bags and cell phones (cell phone turned off and off your person) must be left in the front of the classroom.
19. Cell phone policy: Cell phones are expected to be OFF (or on silent) and OFF your person (in your purse or bookbag) at all times during all classes. If you cell phone goes off during class, you are using the phone (i.e. texting) or cell phone is on your desk/ person at any time during any lecture you will be asked to leave the class and will lose 15 points from your total grade every time this happens. In case of an emergency, please notify me prior to class.

### **My Commitment to You:**

As a student in my class, you are important to me. I am committed to your continued learning and college experience. You are never an interruption of my work. You are the purpose of it. Students are the most important people at Georgia Southern University. I am honored that you entrust your education to me. Please feel free to visit my office, call, fax or e-mail me at anytime.

## PUBH 4134: Research Methods and Evaluation

Tentative Course Schedule\*

Spring Semester 2015

Dates	Topic/Assignment	Readings
Week One 1/13, 1/15	Syllabus Overview, Introductions, Expectations  Program Evaluation Chap 1: Program Evaluation (McDermott & Sarvela)	Chap 1: McDermott & Sarvela
Week Two 1/20, 1/22	<b>Step 1: Identifying a Study Question</b> Chapters 1,2 & 3: Purpose and Process of Health Research, Selecting a Topic, Reviewing the Literature  <b>Thursday – NO CLASS – CitiTraining Certificate Due On-Line by End of Class</b> <b><u>CITI Certificate Due by 12:15pm on Folio</u></b>	Chapters 1-3
Week Three 1/27, 1/29	Chapters 4 &5: Focusing the Research Question Assembling a Support Team  Chapter 5: Introduction to Measurement	Chapters 4-5  Chap 5: McDermott & Sarvela
Week Four 2/3, 2/5	Chapter 6: Types of Measures Quiz 1: Chapter 6 (McDermott & Sarvela) <b>Monday – <u>Research Topic and Group Members Due via Folia by 12:00noon</u></b>  Special Lecture: Putting the Final Instrument Together: Sandwiching Data  <b>Thursday: In-Class: Project: Similar Instrument Due</b>	Chap 6: McDermott & Sarvela
Week Five 2/10, 2/12	<b>Step 2: Selecting a Study Approach</b> Chapters 6, 8-11 Overview of Study Approaches, Correlational Jacobsen, Studies,	Chaps 6, 8-11
Week Six 2/17, 2/19	Item Analysis and Review of Six Steps of Evaluation Correlations Studies <b>Tuesday: In-Class: Rough Draft Instrument Due</b>  <b>Exam #1 Tuesday 2/18, Chapters 1,5,6 (Sarvela &amp; McDermott) &amp; Chapters 1-6, 8 (Jacobsen)</b>	Chap. 8
Week Seven 2/24 -2/26	Case Series, Cross-Sectional Surveys, Case-Control <b>Tuesday: Final Instrument Due – via Folio by 10:59am</b>  Cohort Studies, Experimental Studies <b>Thursday: In-Class IRB Forms (TYPED W/SIGNATURES!) Due – As you Walk In the Door 11:00am</b> Quiz 2: Chapters 9-11	Chapter 9-11  Chapter 12-13

**PUBH 4134: Research Methods and Evaluation**  
Tentative Course Schedule (cont.)\*  
**Spring Semester 2015**

Dates	Topic/Assignment	Readings
Week Eight 3/3 & 3/5	<b>Step 3: Designing the Study and Collecting the Data</b> <b>Tuesday: <u>BEGIN DATA COLLECTION</u> after final approval given</b>  Qualitative Studies	Chapter 14
Week Nine 3/10 & 3/12	Primary Studies: Selecting a Sample, Estimating Sample Size Tuesday Quiz 4: Chapters 16-17  <b>Thursday – No Class – Work with your partner on DATA COLLECTION</b>	Chapters 16-17
<b>Spring Break March 17-21</b>		
Week Ten 3/24 & 3/26	Chapters 18-20 Primary Studies: Selecting a Sample Population, Estimating Sample Size, Developing a Questionnaire, Surveys and Interviews, Additional Assessments  <b>Tuesday Afternoon: MANDATORY LAB DAY: Tuesday: 4:00– 8:00pm</b> <b>Wednesday Morning: MANDATORY LAB DAY: Wednesday 9:00am-12:00noon</b> <b>Data Collection Due Before Allowed to Enter the Lab</b> <b>You will sign up for 75 minute block of time with your partner!</b>	Chapters 18-20
	Chapters 21-22: Ethical Considerations, Ethical Review and Approval, Secondary Studies, Tertiary Studies	Chapters 21-22
Week Eleven 3/31, 4/2	<b><u>Tuesday: In-Class: Project: Data Analysis Due</u></b>  Chapters 23, 25: Secondary Studies: Existing Data Sets and Data Management  <b>Exam #2: Chapters 9-14, 16-23, 25</b>	Chapters 23, 25
Week Twelve 4/7, 4/9	<b>Step 4: Analyzing Data</b> <b><u>MONDAY: Tables Rough Draft Due – at Hendrix Rm 1024 by 12:00 NOON</u></b> Chapters 26: Descriptive Statistics Quiz 5: Chapter 26 & 27  Chapters 27 – 28: Descriptive Statistics, Comparative Statistics, Advanced Statistics  <b><u>Thursday On-Line: Tables 1-4 Due before class 10:59am</u></b>	Chapters 26      Chapters 27-28

Dates	Topic/Assignment	Readings
Week Thirteen 4/14 & 4/16	<b>Step 5 Reporting Findings</b> Chapters 29 – 30: Citing, Writing Strategies	Chapters 29-30
	Chapters 31 – 32: Critically Reviewing, Posters and Presentations Quiz 6: Chapters 31 & 32 <b><u>Due Friday 4/18 on Folio: Poster Submission by 12:00pm - NOON</u></b>	Chapters 31-32
Week Fourteen 4/21 & 4/23	Chapters 33-34 Posters and Presentations, Selecting Target Journals	Chapters 33-34
	<b><u>Due Thursday (4/24) on Folio: Final Research Project before class (11:00am)</u></b> <b><u>Due: 3-Ring Binder Research Project – Bring to Class</u></b>	
Week Fifteen 4/28 & 4/30	The Submission, Review and Publication Process; Why Publish?	Chapters 35-36
	<b><u>Electronic Submission Due On Folio – Wednesday by 5:00pm</u></b>  Student Presentations In-Class	
Thursday 5/7	10:00am-12:00 noon <b>Final Exam:</b> <b>Chapters 26-36</b>	

\*This syllabus, including the calendar, is subject to modification if time constraints, student needs, or instructor needs warrant changes. It is your responsibility to remain apprised of any changes to the syllabus and to successfully complete the requirements of this course.



Name: \_\_\_\_\_

Grading Sheet  
Spring Semester 2015

Assignment	Possible Points	Points Earned
Exams #1	100	_____
Exam #2	100	_____
Final Exam	100	_____
Quizzes (50 pts – drop lowest)		
Quiz 1	10	_____
Quiz 2	10	_____
Quiz 3	10	_____
Quiz 4	10	_____
Quiz 5	10	_____
Quiz 6 (make-up)	10	_____
Research Project (110)		
Research Topic	5	_____
CITI IRB Certification	10	_____
Similar Instruments	10	_____
Rough Draft Instrument	5	_____
IRB Forms for In-Class Projects	5	_____
Final Instrument	10	_____
Data Collection	5	_____
Data Analysis	10	_____
Tables (Rough Draft)	5	_____
Tables 1- 4 Submission	10	_____
Poster Submission	10	_____
Final Research Project	10	_____
3-Ring Binder	10	_____
Electronic Submission	5	_____
Participation/Activity Days (15)		
Participation #1	3	_____
Participation #2	3	_____
Participation #3	3	_____
Participation #4	3	_____
Participation #5	3	_____
<b>TOTAL POINTS:</b>	<b>475</b>	_____

**Grades:**

475-427 pts.	90-100%	A
426-380 pts.	80-89%	B
379-332 pts.	70-79%	C
331-285 pts.	60-69%	D
0-284 pts.	0-59%	F

**Bonus Points:**

Day	Event	Points
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____