RUTGERS
School of Public Health

Course Title:	Applied Research Methods in Behavioral Science
Course Number:	SBHS 0600J
Course Location:	Rutgers School of Public Health 683 Hoes Lane West, Room 2A
Course Date & Time:	Wednesday, 6:00pm – 8:00pm
Course Instructor:	Anne E. Ray, PhD, MEd, Instructor Social and Behavioral Health Sciences Department of Health Behavior, Society, and Policy Rutgers School of Public Health 683 Hoes Lane West, Room 320 aer108@sph.rutgers.edu (732) 235-5716
SBHS Secretary:	Zina Carreker-Smith; (732) 235-4774
Office Hours:	By Appointment
Required Text:	Babbie, E. R. (2017). The basics of social research (7th ed.). Boston, MA: Cengage Learning.

Course Readings/Resources:

- Other readings as assigned (will be available on Canvas)

- SPSS - You will need to use SPSS software to analyze your final project datasets. SPSS v25 is available for purchase (1-year license, expires 6/30/19) for $100.00 via the **Rutgers University Software Portal**: https://software.rutgers.edu/product/3486. You may also rent SPSS v25 for $60 for 6 months via **On the Hub:** https://www.onthehub.com/spss/.

Prerequisite: Introduction to Epidemiology, Introduction to Biostatistics

Course Description: This is a basic course in research methods, designed to acquaint students with methods to conduct health behavior research. Major research methods and techniques will be explored in this course. While the emphasis will be on quantitative methods, qualitative methods will be introduced. While this is not a statistics course, a basic understanding of statistics will be useful in this course as statistical concepts, problems and analyses are frequently considered.

Selected Department Competencies Addressed: Each Department identifies competencies for each degree offered. The competencies addressed in this course for the MPH include:

- Assess and delineate health education and promotion **_needs_** of diverse populations using a variety of techniques
- Design, implement, conduct and **_evaluate_** programs in diverse settings
- Conduct behavioral science research

Course Objectives: By the completion of this course, students will be able to:

1. Demonstrate their understanding of the basic research designs and processes
2. Review and synthesize research literature
3. Formulate research questions/generate hypotheses
4. Evaluate instruments for quality, including validity and reliability
5. Articulate the pros and cons of various data collection methodologies
6. Describe principles of sampling
7. Describe appropriate uses of qualitative and quantitative approaches
8. List and describe data bases used in behavioral science
9. Analyze a public health dataset
10. Interpret and effectively communicate results from data analysis

Course Requirements and Grading:

					Scale	
Attendance & Participation:	10	%	25	pts	94+	A
Exam	35	%	87.5	pts	90-93	A-
Quiz	15	%	37.5	pts	87-89	B+
Data Analysis Project	40	%	90	pts	84-86	B
Annotated Bibliography on topic area	10	%	25	pts	80-83	B-
Research Question & Variable List	5	%	12.5	pts	77-79	C+
Research Presentation	25	%	62.5	pts	74-76	C
Total	**100**	**%**	**250**	**pts**	<70	F

On occasion, you might desire clarification as to why your exam was graded a certain way or why you may have lost points on one of the assignments. I would be happy to talk about these issues during my office hours or a mutually arranged appointment. I will often ask students to write out their concerns before we sit down together so that the issue is clear for both of us.

ATTENDANCE AND PARTICIPATION: Students are expected to arrive promptly and attend every class. Classes missed will result in points deducted from the Attendance portion of your grade. Late arrivals will also affect the Attendance portion of the grade**.** In the event of an emergency or illness requiring you to miss class, let me know by email (aer108@sph.rutgers.edu) prior to class or as soon as possible afterwards. If you miss class, contact a classmate to arrange pick up of any handouts, class notes, and other updates promptly.

Each student is also encouraged to **participate** fully in all class discussions, especially in discussions related to the readings, lecture notes and class/online activities. You can actively participate in class by responding to the Professor's questions during lecture ("can anyone remember what we said an independent variable is?"), working with partners as needed, and asking thoughtful questions as they may arise. A lack of class participation may negatively impact your grade. Clearly if you do not attend class, you will also miss opportunities to participate. Students are also encouraged to participate in online activities that will be assigned to supplement lectures and assigned readings.

DATA ANALYSIS PROJECT: You will be introduced to a large public health survey dataset and will analyze it to begin the process of answering a research question you develop. You will present the findings in tables and/or figures and interpret the results in a brief oral class PowerPoint presentation. The project will occur over the course of the semester, with emphasis on literature review, research question formulation and the development of an analytic plan.

Further details on these assignments will be forthcoming.

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Tentative Course Schedule:

Week	Date	Topic
1	9/5/18	**Introduction to Research Methods** Optional Lit Review Readings/Resources on Canvas: • How to Read a Research Article • Literature Reviews - UNC Guide • Literature Reviews - Ex 1 and Ex 2
2	9/12/18	**Study Designs and Research Questions: Part 1** Babbie Ch 4 "Research Design" Babbie Ch 8 "Experiments" Canvas Reading – "Matching the Survey Design to the Survey Objectives" in Aday L. & Cornelius. Designing and Conducting Health Surveys 3rd Edition
3	9/19/18	**Study Designs and Research Questions: Part 2** Babbie Ch 5 "Conceptualization, Operationalization, and Measurement" Babbie Ch 7 "The Logic of Sampling"
4	9/26/18	**Measurement (Conceptualizing and operationalizing variables)** Babbie Ch 9 "Survey Research" DUE: DRAFT Project Research Questions & Variables of Interest
5	10/3/18	**Sampling** Canvas Reading – Ch1 "Introduction" in Willis, G. Cognitive Interviewing
6	10/10/18	**Survey Research: Part 1** Canvas Reading – "Methods of Data Collection " in Aday L. & Cornelius L. Designing and Conducting Health Surveys 3rd Edition
7	10/17/18	**Survey Research: Part 2** Babbie Ch 14 "Quantitative data analysis" DUE: Variables Assignment
8	10/24/18	**Data Analysis: Part 1** No Readings DUE: Annotated Bibliography Assignment
9	10/31/18	**Exam**
10	11/7/18	**Data Analysis: Part 2** Babbie Ch 15 "Reading and Writing Social Research" Bring your created dataset
11	11/14/18	**Qualitative Methods: Part 1** Babbie Ch 10 "Qualitative Field Research" Bring your created dataset
12	11/21/18	**Thanksgiving break - NO CLASS**
13	11/28/18	**Qualitative Methods: Part 2** Babbie Ch 11 "Unobtrusive Research" Bring your created dataset
14	12/5/18	**Qualitative Quiz / Data Analysis Support**

Time for one on one SPSS/analysis support
Bring your created dataset

15   12/12/18   Student Presentations

Learning Management System: Canvas will be used extensively throughout the semester for course syllabus, assignments, announcements, communication and/or other course-related activities. It is the student's responsibility to familiarize themselves with Canvas and check it regularly. If you have difficulties accessing Canvas, please inform the instructor and Canvas Support (help@canvas.rutgers.edu). Canvas is accessible at canvas.rutgers.edu.

School of Public Health Honor Code: The School of Public Health Honor Code is found in the student bulletin (sph.rutgers.edu/academics/catalog/index.html). Each student bears a fundamental responsibility for maintaining academic integrity and intellectual honesty in his or her graduate work. For example, all students are expected to observe the generally accepted principles of scholarly work, to submit their own rather than another's work, to refrain from falsifying data, and to refrain from receiving and/or giving aid on examinations or other assigned work requiring independent effort. In submitting written material, the writer takes full responsibility for the work as a whole and implies that, except as properly noted by use of quotation marks, footnotes, etc., both the ideas and the works used are his or her own. In addition to maintaining personal academic integrity, each student is expected to contribute to the academic integrity of the school community by not facilitating inappropriate use of her/his own work by others and by reporting acts of academic dishonesty by others to an appropriate school authority. It should be clearly understood that plagiarism, cheating, or other forms of academic dishonesty will not be tolerated and can lead to sanctions up to and including separation from the Rutgers School of Public Health.

Students with Disabilities: Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student must Apply for Services by first completing a Registration Form with the Rutgers Office of Disability Services (ODS) at ods.rutgers.edu. The student will also be required to participate in an ODS intake interview and provide documentation. If reasonable accommodations are granted, ODS will provide you with a Letter of Accommodations which should be shared with your instructors as early in your courses as possible.

Graduate Student Computer Policy: Students are required to possess a personal laptop, no older than approximately two years, that must meet minimum requirements which may be found online at: sph.rutgers.edu/student_life/computer_requirements.html

Policy Concerning Use of Recording Devices and Other Electronic Communications Systems: When personally owned communication/recording devices are used by students to record lectures and/or classroom lessons, such use must be authorized by the faculty member or instructor who must give either oral or written permission prior to the start of the semester and identify restrictions, if any, on the use of mobile communications or recording devices.

Withdrawal/Refund Schedule: Students who stop attending their course(s) without processing an Add/Drop Course form will receive a failing grade. Furthermore, students dropping to zero credits for the semester are considered withdrawn and must submit a completed Leave of Absence form from the School of Public Health's Office of Student Affairs. The School of Public Health refunds tuition only. Administrative and technology fees are non-refundable. You may find the Withdrawal/Refund Schedule on the School of Public Health website at: sph.rutgers.edu/academics/registration/school_calendars.html