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Fall 2019

PUBH 4134 C – Research Methods and Evaluation

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Georgia Southern University
Jiann-Ping Hsu College of Public Health
PUBH 4134 C – Research Methods and Evaluation
Fall 2019

<u>Instructor:</u>	Jeff Jones, PhD.
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<u>Phone:</u>	(912) 478-7422
<u>E-mail Address:</u>	jajones@georgiasouthern.edu
<u>Office Hours:</u>	Mondays, 3-4pm, Thursdays, 2-4pm Also by appointment at other times
<u>Class Meets:</u>	Tuesdays, 11am-12:15pm, August 19, 2019 – December 12, 2019, in: Solms 107, Tuesdays Science Center, 1503A

Course Catalog available at:
<http://em.georgiasouthern.edu/registrar/resources/catalogs/>
under Jiann-Ping Hsu College of Public Health Programs

Prerequisites: PUBH2130 or Permission of Instructor

FOLIO Access: <https://my.georgiasouthern.edu/portal/portal.php>

Access to course materials are available for up to one year after graduation.

Catalog Description: This course introduces the student to research methods used in health education and promotion. In addition, this course quizzes 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, in conjunction with Program Planning I (PUBH 4132), of a student project. 3 credits (3-0-3).

Required Textbooks:

Jacobsen, K. H. (2017). Introduction to Health Research Methods: A Practical Guide. (2nd Edition) Jones and Bartlett Publications: Sudbury, MA. ISBN-10: 1284094383

Optional Textbooks:

Morgan, Leech, & Gloeckner. (2012). IBM SPSS for Introductory Statistics: Use and Interpretation, 5th Edition. Routledge Publishers. (ISBN 978-1848729827) (IBM).

Additional Required Resources:

SPSS (available in labs)

BSPH Core Student Learning Outcomes (CORE)

1. Students will develop a health promotion program plan to assess needs and capacities that affect a selected community's health
2. Students will apply public health evidence-based strategies to the development of health programs.
3. Students will demonstrate the ability to apply cultural competence strategies in public health practice and communication
4. Students will create strategies for promoting health improvement and disease prevention

CEPH BSPH Competencies:

Public Health Communication

The ability to communicate public health information, in both oral and written forms, through a variety of media and to diverse audiences.

Information Literacy

The ability to locate, use, evaluate and synthesize public health information.

Performance-Based Objectives Linked to Course Activities (Note: Assessment Activities Described in Next Section)

List of course objectives:

1. The student will be able to explain the purpose and importance of program research and evaluation (SLO 2, 3B, 3F).
2. The student will be able to identify the appropriate use of various research and evaluation methods in relation to the health promotion setting (SLO 3A, 3B, 3C, 3E).
3. The student will be able to develop a research or evaluation plan through the process of a) facilitating administration of the quiz and activities specified in the plan; b) understanding data collection methods appropriate to the objectives; and c) analyzing avulsion data (SLO 1,2,3A-F).
4. The student will be able to interpret the results of a research project or program evaluation (SLO 3C, 3E).
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 (SLO 3C, 3D, 3E, 3F).

Assessment of Student Learning

Detailed descriptions of assessments that are linked to student learning outcomes and or competencies.

Students may vary in their ability to achieve levels of competence in this course. Students can expect to achieve course competence only if they honor all course policies, attend classes regularly, complete all assigned work in good faith and on time, and meet all other course expectations of them as students.

PUBH 4134C: Research Methods
Course Schedule*

**All readings are from the Jacobsen book unless otherwise noted. All assignments are due Monday by 3pm unless otherwise noted.

Date	Topic Assignment	Chapter Readings**
1 Aug 20 & 22	Introduction Basic Research Terminology Quantitative v. Qualitative Data Science, Informatics, and Analytics	<i>Reading assignment: Syllabus</i>
2 Aug 27 & 29	Ethics, IRB and CITI Training Proper Citation and Avoiding Plagiarism Mendeley The Anatomy of a Research Article	<i>Reading assignment: Chapters 1-4, 7</i>
3 Sep 3. & 5	Types of Measurements Reliability and Validity Sep 3: out-of-class assignment: complete CITI training (Assignment 1) Assignment 1 due Sept 5, 3pm (CITI training)	<i>Reading assignment: Chapter 5</i>
4 Sep 10 & 12	Study Design Assignment 2 due: Conducting Different Measurements	<i>Reading Assignment: Chapter 7, 33</i>
5 Sept 17 & 19	Types of Bias Social Desirability Survey Design	<i>Reading assignment: Chapters 11, 12, 18, 19</i>
6 Sept 24 & 26	Qualitative Research Methods	<i>Reading assignment: Chapter 13, 20</i>
7 Oct 1 & 3	Assignment 3 due: Qualitative Interviews Exam 1, Oct 3	
8 Oct 8 & 10	Big Data Sources of Data Judging the Reliability and Validity of Data	
9 Oct 15 & 17	The 3 Powers of Statistics Sampling: the Scoop SPSS Univariate Analysis/Descriptive Statistics Assignment 4 due: Identifying a Data Source	

Date	Topic Assignment	<i>Chapter Readings</i>
10 Oct 22 & 24	Bivariate Analysis: Chi-Square & T-Tests Assignment 5 due	
11 Oct 29 & 31	Bivariate Analysis: ANOVA Assignment 6 due	
12 Nov 5. & 7	Multivariate Analysis: Simple Linear Regression Assignment 7 due	
13 Nov 12 & 14	Multivariate Analysis: Multiple Regression Assignment 8 due	
14 Nov 19 & 21	Exam 2	
15 Nov 26 & 28	Thanksgiving Week Holiday	
16 Dec 3 & 5	Data Visualization	
17 Dec 12	Thursday Final Examination: 10am-12pm	

*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.

Portfolio Inclusion

Samples of your work may be reproduced for search purposes and/or inclusion in the professor's teaching portfolio. You have the right to review anything selected for use, and subsequently ask for its removal.

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 (3 x 100 points each)	300
Assignments (8 x 50 points each)	400
Attendance	<u>30</u>
TOTAL POINTS:	730

Grades:

730-657 pts.	90-100%	A
656-584 pts.	80-89%	B
583-511 pts.	70-79%	C
510-438 pts.	60-69%	D
0-437 pts.	0-59%	F

Assignments:

1. **Exams.** There will be 3 exams worth 100 points each. The final is the third exam and is cumulative. 300 points total
2. **Assignments.** There will be 8 hands-on assignments involving proper citation, research, and statistical analysis. Each assignment is worth 50 points. 400 points total
3. **Attendance.** Professional points are earned at each class meeting/lab.

Course Expectations:

1. No make-up exams are given except for a **university excused absence with full documentation**. You **have 24 hours** after a quiz is taken by the class to contact me via email to schedule your make-up quiz or a 0 will be assigned to the quiz. Quizzes must be taken within 3 days of the regularly scheduled quiz.
2. All assignments must be given to the professor directly or submitted in Folio, unless otherwise directed. Assignments should not be given to the Office secretary, slipped under my office door, left in my mailbox, emailed to me as an attachment, etc.

3. Late work assignments are not accepted, please submit all assignments via Folio or in-class, as instructed in the syllabus. I will ONLY accept assignments submitted in **.doc or .docx formats (with the exception of the CitiTraining Certificate)**. Any other type of submissions will not be opened and receive automatic “0” points. I do not accept assignments submitted via email or via email as attachments. Any assignment submitted via email will receive “0” points.
4. Please consult the STUDENT CONDUCT CODE 2018-19 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, be assigned a “0” for the assignment, and an “F” for the course. This will be discussed in further in depth at the end of this syllabus.
5. By enrolling in this course, it is understood that students have read the syllabus, understand the rules and policies as stated, and will abide by them.
6. Attendance is taken daily. A sign-in sheet is available at the front of the room until 5 min after the hour (8:05 & 11:05). It is your responsibility to sign in each day.
7. 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.
8. 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 and let me know anyway that I can help in your success.
9. 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.
10. If you need to contact me, please use jajones@georgiasouthern.edu . Please give me 48 hours to respond to emails, not including weekends. If I have not responded in 48 hours, please resend the email.
11. Cell phone policy: I expect respectful usage. Listen, pay attention, and contribute to the class. If you can use your cell phone in a respectful manner to your professor and classmates, you may use. If it becomes a distraction, you will be asked to put it away.

General Expectations

1. For every one-credit hour, you should expect to work roughly two hours outside the classroom each week. For example, for a three credit hour course, during a regular fifteen week semester, you should expect approximately ninety hours of work outside of class.
2. Students are expected to keep up with the class, to read the required material, and to submit assignments and activities by due dates and times.

3. Students are expected to independently complete all activities, exercises, assignments, and assessments including quizzes.
4. Students are expected to produce quality work. Typos and grammar errors should be kept to a minimum. The format and readability of submissions will be taken into consideration when assigning a grade.
5. Remember to check when assignments are due. It is recommended that you stay ahead of schedule on the assignments, so if an emergency happens, your assignment will be completed and ready to submit within the designated time frame. It is your responsibility to keep track of the due dates for each assignment.

Response Times

During a normal work week (i.e., Monday 9:00 AM through Friday 5:00 PM) students can expect responses as follows:

- Email: within 48 hours
- Discussion posts: within 72 hours
- Assignment grades: within 72 hours of submission date.

Exceptions: I may not check FOLIO or GSU email over the weekends. The above response times do not include the weekend. If you send me an email after 5:00 PM on Friday, please do not expect a response until the following Monday.

All assignments will be graded promptly so that students may accurately calculate their grades at any point in time during the semester. There are times when extraordinary circumstances occur (e.g., serious illness, death in the family, etc.). In such circumstances, and/or if you need additional time to satisfactorily complete any course requirement, please consult with the instructor within a reasonable amount of time. Extensions are not guaranteed and will be granted solely at the discretion of the instructor.

Class Attendance and Participation Policy

Federal regulations require attendance be verified prior to distribution of financial aid allotments. Regular attendance is expected. Your attendance will be verified at the first regular class session.

You will be asked to sign an attendance sheet you walk in. Students who come to class will get a better grade than those who do not. Poor or late attendance will be reflected in your professional point attainment. If you choose not to attend, **YOU are responsible for missed material in the class.** My job responsibilities do not afford me the time to give individualized lectures for each student for each missed class. Please contact fellow students to get missed information.

It is the policy of the University to permit students, faculty, and staff to observe those holidays set aside by their chosen religious faith. The faculty should be sensitive to the observance of these holidays so that students who choose to observe these holidays are not seriously disadvantaged. It is the responsibility of those who wish to be absent to make arrangements in advance with their instructors.

Students participating in authorized activities as an official representative of the University (i.e., athletic events, delegate to regional or national meetings or conferences, participation in university-sponsored performances, and **JPHCOPH funded**) will not receive academic penalties and, in consultation with the instructor of record, will be given reasonable opportunities to complete assignments and quizzes or given compensatory assignment(s) if needed. The student must provide written confirmation from a faculty or staff advisor to the course instructor(s) at least 10 days prior to the date for which the student will be absent from the class. The student is responsible for all material presented in class and for all announcements and assignments. When possible, students are expected to complete these assignments before their absences. In the event of a disagreement regarding this policy, an appeal may be made by either the student or the instructor of record to the corresponding college dean. (*University Undergraduate & Graduate Catalog*)

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, Or e-mail me at anytime.

Words from Yoda Master:



Accommodations for Individuals with Disabilities

In compliance with the Americans with Disabilities Act (ADA), Georgia Southern University will honor requests for reasonable accommodations made by individuals with disabilities. Students must self disclose any disability for which an accommodation is being sought to the Student Disability Resource Center (SDRC) before academic or other accommodations can be implemented. For additional information, please call the Director of EEO and Title IX at (912) 478-5136 / TDD (912) 478-0273 or the SDRC Director at (912) 478-1566 / TDD (912) 478-0666. The TDD phone numbers are intended for individuals with hearing impairments.

University Calendar for the Semester

The University Calendar is located with the semester schedule, and can be found at: <http://em.georgiasouthern.edu/registrar/resources/calendars/>

Professional Disposition:

BSPH are expected to graduate the program with competent professional skills. As a student in this course, you are expected to exhibit professionalism at all times. This is a list of skills BSPH majors are expected to demonstrate:

- Written communication skills: Student uses appropriate professional title, grammar, structure, punctuation, spelling, tone, etc.
- Email and other media communication: To write a professional email, please include the following:
 - a salutation,
 - identify who you are,
 - what the contact is in reference to (i.e. PUBH4134), and
 - what you would like me to do.At the bottom of the email, please type out your name.
- Oral and non-verbal communication skills:
 - In interpersonal communication, student uses or maintains appropriate tone, language, attitude, interpersonal space, etc.
 - In public speaking, student uses or displays appropriate volume, speed, enunciation, eye contact, structure, etc.
- Organization: Student keeps track of assignments and materials, is prepared for presentations, etc.
- Initiative: Student can begin tasks and work independently, initiate tasks/projects, etc.
- Reliability: Student is punctual, completes assignments, meets deadlines, and is prepared for class etc.
- Attendance: Student attends class.
- Punctuality: Student arrives to class on-time and is prepared.
- Engaged: Student is engaged in the learning process and class activities.
- Collegiality: Student exhibits appropriate, positive, helpful interactions with others
- Collaboration: Student collaborates with others on tasks or projects accepts others' suggestions and criticisms, participates in and provides constructive inputs to discussion and debate, etc.
- Respectful: Student respects confidentiality, treats others with respect, etc.
- Interpersonal interactions: Students will practice civility when interacting with faculty and fellow students; in cases of disagreement or conflict, students will make every effort to resolve such matters in a respectful manner with a goal towards mutual resolution.

If a student fails to comply with the list of professional skills, the student professional points earned by the end of the semester will reflect this. If behavior is poor or indicative of a problem, the faculty member can report the student to the University Student Conduct Board for violating the Student Code of Conduct.

Creating a Positive Environment for Learning:

Civility Statement for PUBH 4134:

Your individual success is my priority. I feel my job is to shape you both intellectually and professionally. Because this class needs to be participatory and students need to fulfill their potential for learning, people who disrupt this classroom environment by their words or actions disrupt this process. Talking out of turn, rude, sarcastic, obscene, or disrespectful speech and disruptive behavior have a negative impact on everyone's learning. When a person disrupts the class in these ways, total professional points earned by the student will reflect this and the faculty can report this behavior to Dean of Students.

Georgia Southern Student Handbook (p.5.) defines “6) “Classroom Disruption” as “any classroom behavior that interferes with the instructor’s ability to conduct class or the ability of other students to learn”. Respect requires that when one person is talking, others remain quiet and listen. Cross-talking is disruptive. In this class, there will be times when I will need to talk while everyone listens or remains quiet, you will get opportunities to share and we will remain quiet and listening, and we will group share. Let’s see how we can help each other with this.

Course Etiquette

E-mail and Folio

E-mail is an official means of communication from the University. It is your responsibility to check your Georgia Southern e-mail addresses regularly and to open and read e-mails your professors and the University send.

Some assignments are posted to Folio. I expect you to seek help for any issues you may have with Folio through the Center for Academic Technology Support (912-478-2287). Except in cases where I can verify systematic problems with Folio, I will not accept technical problems as an excuse for late work. It is my recommendation is to use Chrome for work in Folio, although most other updated browsers will work. Students struggle with my absolutely “no late” assignment policy and assignments not being accepted via email or attachments on emails. All assignments are open the first day of class and you always may turn them in early. I would suggest that you set a goal of not going to bed the night before an assignment is due until you have submitted something. You can always wake up the next morning and clean it up and resubmit by 10:59am. Something is better than nothing. Your goal should be no “goose eggs” this semester!

Weather and Internet Outages – Weather and Internet outages are not accepted as an excuse for late papers or unsubmitted papers. The dropbox and all assignments are posted by the second week of class. You have ALL SEMESTER to turn them in. If you wait until the last moment and weather strikes or you have an internet outage – this is not excused and you will receive “0” points on the assignment.

Originality Checker

All assignments that I post to Folio are graded with “originality checker”. This checker is a software device in Folio that tells me what percentile of your work is copied from others – it could be a paper you have turned in for a different class, verbage that you copied off of internet sources without proper citation or words that you have copied (or “collaborated” with) from another student within the university system. Please make sure that everything you submit is your original thoughts, ideas and expressions. ANY paper that has 55% or more listed by the originality checker – gets an automatic “0” points and I will not grade it. Repeated instances will be reported to Georgia Southern University’s Judicial Board.

Academic Misconduct

As a student registered at this University, it is expected that you will adhere to only the strictest standards of conduct. It is recommended that you review the latest edition of the *Student Conduct Code* book, as well as the latest *Undergraduate & Graduate Catalog* to familiarize yourself with the University's policies in this regard. Your continued enrollment in this course is an implied contract between you and the instructor on this issue; from this point forward, it is assumed that you will conduct yourself appropriately.

If you are accused of plagiarism or academic misconduct by a faculty member of JPHCOPH, the following policy, as per the Judicial Affairs website: (<http://students.georgiasouthern.edu/judicial/faculty.htm>) will be enforced:

PROCEDURES FOR ADJUDICATING ACADEMIC DISHONESTY CASES

First Offense - In Violation Plea

1. If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is a first violation of academic dishonesty. The incident will be reported via the following website:

<http://students.georgiasouthern.edu/judicial/faculty.htm>

2. If it is a first violation, the professor should talk with the student about the violation. **If the student accepts responsibility in writing and the professor decides to adjudicate the case, the following procedures will be followed:**

a. The student will be placed on disciplinary probation for a minimum of one semester by the Office of Judicial Affairs.

b. The student will be subject to any academic sanctions imposed by the professor (from receiving a 0 on the assignment to receiving a failing grade in the class).

c. A copy of all the material involved in the case (Academic Dishonesty Report Form and the Request for Instructor to Adjudicate Form) and a brief statement from the professor concerning the facts of the case and the course syllabus should be mailed to the Office of Judicial Affairs for inclusion in the student's discipline record.

First Offense - Not in Violation Plea (student does not admit the violation)

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is the first or second violation of academic dishonesty. The student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case. If the student is found responsible, the following penalty will normally be imposed:

a. The student will be placed on Disciplinary Probation for a minimum of one semester by the Office of Judicial Affairs.

b. The student will be subject to any academic sanctions imposed by the professor.

Second Violation of Academic Dishonesty

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, and if it is determined this is the second violation, the student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case.

If the student is found responsible, the following penalty will normally be imposed:

a. Suspension for a minimum of one semester or expulsion.

b. The student will be subject to any academic sanctions imposed by the professor.

NOT RESPONSIBLE FINDING

When a student is found not responsible of academic dishonesty, the work in question (assignment, paper, quiz, etc.) would be forwarded to the Department Chair. It is the responsibility of the Chair to ensure that the work is evaluated by a faculty member other than the individual who brought the charge and, if necessary, submit a final grade to the Registrar. For the protection of the faculty member and the student, the work in question should not be referred back to the faculty member who charged the student with academic dishonesty.

In the case of a Department Chair bringing charges against a student, an administrator at the Dean's level will ensure that the student's work is evaluated in an appropriate manner.

CONFIDENTIALITY

In accordance with provisions of the Family Educational Rights and Privacy Act of 1974 and the Georgia Open Records Act, any information related to a violation of academic dishonesty or the outcome of a judicial hearing regarding academic dishonesty, is prohibited and must be treated as confidential by members of the faculty."

One Final Note

The contents of this syllabus are as complete and accurate as possible. The instructor reserves the right to make any changes necessary to the syllabus and course material to ensure better student learning. The instructor will announce any such changes in class. It is the responsibility of the student to know what changes have been made in order to successfully complete the requirements of the course.

This syllabus, my lecture notes, and all materials distributed and presented during this course are protected by copyright law. You are authorized to take notes in this class but that authorization extends to only 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.

Georgia Southern University
Jiann-Ping Hsu College of Public Health
PUBH 4134 A & B – Research Methods and Evaluation (CRN A=86030, B = 87523)
Fall 2018

STUDENT CONDUCT CODE

The Student Conduct Code is the official University publication governing student conduct and behavior. It is the responsibility of each student to become familiar with the rules and regulations governing student life. Student conduct procedures, appeal procedures, and disciplinary sanctions are found in the Student Conduct Code at <http://students.georgiasouthern.edu/conduct>. I acknowledge that I have read and understand this statement referencing the Student Conduct Code.

ACADEMIC DISHONESTY

The University goal is to foster an intellectual atmosphere that produces educated, literate people. Because cheating and plagiarism are at odds with that goal, they shall not be tolerated in any form. Students are expected to adhere to the rules and regulations as set forth in the Student Conduct Code. Therefore, all work submitted by a student must represent that student's own ideas and effort; when the work does not, the student has engaged in academic dishonesty. Plagiarism occurs when a person passes in another person's work as his or her own, borrows directly from another person's work without proper documentation, and resubmits his or her own work that has been previously submitted without explicit approval from the instructor. For example, academic dishonesty occurs whenever a student participates in any of the following: Cheating submitting material that is not yours as part of your course performance; using information or devices that are not allowed by the faculty; obtaining and/or using unauthorized materials; fabricating information, research, and/or results; violating procedures prescribed to protect the integrity of an assignment, quiz, or other evaluation; collaborating with others on assignments without the faculty's consent; cooperating with and/or helping another student to cheat; demonstrating any other forms of dishonest behavior. Plagiarism directly quoting the words of others without using quotation marks or indented format to identify them; using sources of information (published or unpublished) without identifying them; paraphrasing materials or ideas without identifying the source; self-plagiarism - resubmitting work previously submitted without explicit approval from the instructor; unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic material. NOTICE: The list above is intended only to provide general guidelines for recognizing and avoiding common types of academic dishonesty. It is in no way an exhaustive or comprehensive list of all the types of academic dishonesty. For more information about academic honesty, see the Student Conduct Code at <http://students.georgiasouthern.edu/conduct>. I acknowledge that I have read and understand the Academic Dishonesty Policy.

I have read the syllabus and understand the contents and course requirements.

Student Name (print)

Student Signature

Date