B202.20.27

Social Science Research Methods in Public Health

Goal	With this module, students will learn how to design a research project to address a public health issue. The major stages of the research process - e.g. research design, data collection and data analysis - will be examined, through concrete examples and personal work. Upon completion of the module, students will be able to - Formulate a relevant research question - Select an appropriate data collection method - Define an appropriate sample - Plan data collection - Select an appropriate data analysis method
Contents	- Characteristics of good research questions - Quantitative and qualitative social science research methods - Sampling issues (types of sampling, recruitment of participants) - Ethical issues related to field work - Data collection methods (individual interviews and focus groups, questionnaire) - Data analysis methods (statistical analysis, content analysis) - Feasibility of a planned project with respect to available resources (time, staffing, budget)
Methods	This is a hands-on, interactive module where students will hear lectures, but also do group work and receive immediate feedback from the teachers. Prior to the module, students will formulate 1 or 2 research questions related to their work environment. During the module, presentations and group work sessions will take the students through the successive stages of designing a research project. After the module, each student will write a research proposal.
Exam	Other Group work during the module and personal essay at the end of the module, e.g. a research proposal of 3 to 5 pages
Preparation and postprocessing	5 hours preparation, 5 hours postprocessing
ECTS Credits	2 ECTS Credits
Target audience	Professionals with basic knowledge in health sciences and epidemiology
Organisation	Institut für Sozial- und Präventivmedizin der Universität Bern
Module lead	PD Dr. Stéphane Cullati, Population Health Laboratory, University of Fribourg Dr. Kristen Jafflin, Schweizerisches Tropen- und Public Health-Institut, Basel; Institut für Biomedizinische Ethik und Medizingeschichte, Universität Zürich
Lecturers and tutors	PD Dr. Stéphane Cullati, Population Health Laboratory, University of Fribourg; Dr. Kristen Jafflin, Schweizerisches Tropen- und Public Health-Institut, Basel; Institut für Biomedizinische Ethik und Medizingeschichte, Universität Zürich
Dates	4 to 6 October 2027
Location	Bern
Fees	CHF 1'700.-
Registration deadline	04 August 2027
Additional information	Teaching language is English.