

International Health and Development

INHL 7020: Communications Research for HIV/AIDS, Family Planning and Health

Learning Objectives:

By the end of the course, students will be able to:

Use audience research based on surveys

1. Describe the purpose of audience research
2. List the types of questions covered in this type of research
3. Use data (frequencies and cross-tabulations) from a survey using SPSS for Windows
4. Report the findings of the survey in written form
5. Summarize conclusions from the findings for the design of a health communication program

Use focus group research

1. Identify topics for focus group research and for the development of a guide
2. Describe the advantages and limitations of focus groups in comparison to survey research
3. Describe the steps required to organize and conduct a focus group
4. List the key subjects that should be covered in training moderators to conduct focus groups
5. Conduct a trial focus group
6. Prepare a written transcription of the focus group
7. Conduct analyses of qualitative data, and summarize the findings in a written report

Use pre-testing strategies

1. Describe the objectives of pre-testing
2. Differentiate between quantitative and qualitative pre-testing
3. Design an instrument for conducting a pretest
4. Conduct pretesting of an element of the communication campaign
5. Summarize conclusions from the pretest for improving the material/message

Use monitoring and evaluation research

1. Describe the purpose of monitoring a communication program
2. Identify circumstances which dictate the use of monitoring strategy versus an evaluation of impact
3. List the advantages and limitations of a controlled field experiment
4. Analyze information from existing datasets, using SPSS, for the purpose of program evaluation
5. Summarize conclusions from the findings regarding the effects of the program