

**International Health and Development  
2009**

**INHL 702: 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