

Research Methods I: Design (1.5 credits, 40 h)**Thursday, April 17 and Friday, April 18, 2008**

Coordinator: Prof. M. Schmid Mast, University of Neuchatel

Workshop aims:

- Students are able to situate and characterize their own research design within the different existing methods in health communication
- Students can provide justification for why the research design they plan to use is best suited to investigate the research questions/hypotheses they have
- Students can explain the advantages and disadvantages of different research methods in health communication

Workshop organization:***Prior to the workshop (24 h):***

- Students are assigned to prepare the following course readings (texts will be available as pdf files) (8 h)
 - Experiment
 - Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication. An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn and Bacon: Chapter 7: Experimental research (p. 169-197)
 - Survey
 - Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication. An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn and Bacon: Chapter 8: Survey research (p. 198-224)
 - Questionnaire
 - Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 12: Questionnaire design (p. 274-309)
 - Observation (quantitative and qualitative)
 - Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 15: Unstructured and structured observational studies (p. 356-376)
 - Interview (quantitative and qualitative)
 - Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 16: Unstructured interviewing and focus groups (p. 378-401)

- Generate questions or points (3 per article) to discuss during the workshop for each article and submit those to Prof. M. Schmid Mast (marianne.schmid@unine.ch) one week prior to the workshop (2 h)
- Each student submits a proposal of his/her research containing an introduction with the research questions and/or hypotheses (1-2 pages) and the method section, detailing the participants, design, procedure, operationalization of variables, and measures and/or material used (2-5 pages). Submit the research proposal to Prof. M. Schmid Mast (marianne.schmid@unine.ch) 1 week prior to the workshop. The proposals will also be sent to Prof. J. Bensing. (10 h)
- Each student prepares a 30 min presentation of his/her research proposal (4 h)

During the workshop (14 h):

- Discussion about the different research methods
- Each student gives a presentation of his/her research proposal and receives feedback from his/her peers and from experts in the field. As soon as I know how many of you will participate, I will let you know how long your presentation is supposed to be (it will be around 20 min).

After the workshop (2 h):

- Improvement of each student's research proposal based on what was learned during the workshop

Preliminary program: First half day, Thursday, April 17

Thursday: 1 st workshop day	14:00 – 15:00	Opening of the workshop and presentation about methods used in studies on physician-patient communication by Marianne Schmid Mast
	15:00 – 15:30	Discussion about experiment Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication. An introduction to research methods (2 nd ed.). Needham Heights, MA: Allyn and Bacon: Chapter 7: Experimental research (p. 169-197)
	15:30 – 16:00	Discussion about survey Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication. An introduction to research methods (2 nd ed.). Needham Heights, MA: Allyn and Bacon: Chapter 8: Survey research (p. 198-224)
	16:00 – 16:30	Discussion about questionnaire Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 12: Questionnaire design (p. 274-309)
	16:30 – 17:00	Coffee break
	17:00 – 17:30	Discussion about observation (quantitative and qualitative) Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 15: Unstructured and structured observational studies (p. 356-376)
	17:30 – 18:00	Discussion about interview (quantitative and qualitative) Bowling, A. (2002). Research methods in health. Maidenhead: Open University Press, McGraw-Hill Education: Chapter 16: Unstructured interviewing and focus groups (p. 378-401)

Preliminary program: Second full day, Friday, April 18

Friday: 2 nd workshop day	8:30 – 9:30	Presentation of different research methods by an expert in the health communication field (Prof. J. Bensing)
	9:30 – 10:30	Students present their research proposals and get feedback
	10:30 – 11:00	Coffee break
	11:00 – 13:00	Students present their research proposals and get feedback
	13:00 – 14:00	Lunch break
	14:00 – 16:00	Students present their research proposals and get feedback
	16:00 – 16:30	Coffee break
	16:30 – 17:30	Students present their research proposals and get feedback
	17:30 – 18:30	Presentation of EACH by the expert (Prof. J. Bensing)
	18:30 – 19:00	Closing of the workshop
		Dinner