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Class Notes

02/17/2014

**Reminders**

* Quiz #1has been posted in blackboard with a 75 minutes timeframe. Open until Monday night
* Reading assignment on “Bad Blood” due on 02/19/2014
* Do not misplace your unique LIVEWELL code. Class code: citytechsp15 for section D932
* Extra points assignment using Instagram. Upload a picture about health initiatives at city tech with the hash tag #citytechhealthy
* PowerPoint presentation of the “research Methods” lecture are in the course site under the class notes section

**Research Methods with focus on behavioral science**

* What is an epidemiologist?

An epidemiologist studies the origin of a disease in particular people, time, culture.

* Calculating rates about an illness in a specific population

**Mortality**. How many people died of cancer in the US this year?

**Morbidity**. How many people have cancer in the US?

**Incidence**. How many new cases of skin cancer per year?

**Prevalence**. Blacks are 3 times more likely to get a heart stroke.

**Relative Risk**. Blacks are 3 times more likely to die from asthma than whites.

The statistics are misleading since the charts (in the PP Doc.) do not expose the factors that contribute to the number of incidences and differences of how the diseases affect these populations.

We had a debate about the factors that might influence the numbers in the statistics.

The following questions were raised:

What all these people have in common? (“Race” was an unjustified answer)

Could it be the diet?

Could it be the culture?

Could it be the health behavior?

If we rely on the snapshots that science offers through statistic charts, answers to these questions can easily be distorted by stereotypes.

If we tell an individual you have “this illness” because you belong to “this racial group” instead of empowering to follow a treatment we will only cause discouragement on the individual.

**Methodology. The research design**

**Experimental.** Morethan a group of people in the research

The differences between the groups are caused by who manipulates the experiment.

**Non-experimental.** Researcher does not control the variable between the groups.

**Qualitative**. 99 % of the time all research that is quantitative is not conducting experiments. It’s impractical.

**Quantitative**. Relationship between two or more variables. The degree to which things differ similarly.

**Variables**

In the placebo experiment the class conducted the following elements were identified:

**Independent variable**: the motivating/discouraging talk we gave to the participants in the last attempt.

**Dependent or outcome variable**: the memory task.

**Confounding variables**: possible critiques that we should rule out when conducting our experiment to

make our research strong. Ex.: Lack of sleep of the subject, attention span, etc.

**Random sampling**

Ex.: we want a good sample from an Italian dressing so we shake the bottle to get a good sample. If we do not do this we might end up just getting oil from the top or concentrated spices from the bottom which will not suit an adequate sample.

\* Read about the interesting research that Rick Gibbons has conducted over 30 years on African American families\*