### 0962學期 課程基本資料

<table>
<thead>
<tr>
<th>系所 / 年級</th>
<th>課號 / 班別</th>
<th>學分數</th>
<th>選 / 必修</th>
</tr>
</thead>
<tbody>
<tr>
<td>健醫系碩士班 1年級</td>
<td>23M00064 / A</td>
<td>2學分</td>
<td>選修</td>
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</tbody>
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<table>
<thead>
<tr>
<th>科目中文名稱</th>
<th>科目英文名稱</th>
</tr>
</thead>
<tbody>
<tr>
<td>社會及行為科學之全球化趨勢</td>
<td>Global Aspects of Social and Behavior Sciences</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>主要授課老師</th>
<th>開課期間</th>
<th>人數上限</th>
<th>已選人數</th>
</tr>
</thead>
<tbody>
<tr>
<td>陳紫郎</td>
<td>一學期</td>
<td>24人</td>
<td>24人</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>起始週 / 結束週</th>
<th>上課地點</th>
<th>上課時間</th>
</tr>
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<tbody>
<tr>
<td>第1週 / 第18週 / I221 / 星期6第02節</td>
<td></td>
<td>第1週 / 第18週 / I221 / 星期6第01節</td>
</tr>
</tbody>
</table>

請各位同學遵守智慧財產權觀念：請勿非法影印。

### 教學綱要

**一、教學目標 (Objective)**

1. Introduction, Frameworks, and Important concepts: (1)Introduction to course and importance of social & behavioral aspects of disease. (2)Race, class, gender, geography (e.g., "tropics", developing vs. developed) and health*.

**二、先修科目 (Pre Course)**

This core course covers the behavior, social, and cultural aspects of health and disease in both developed and developing countries. Students learn behavioral and social theories that are relevant to health promotion and disease prevention, learn how factors that protect or erode health operate at multiple levels (including individual, community, societal, and global levels), and learn how interventions are developed to improve health by addressing factors at these different levels. The course also addresses the roles of culture, race, and ethnicity in the conceptualization of health and illness, as well as various research approaches to understanding behavioral and social aspects of health and disease. Case studies will be used to apply the concepts learned to relevant health problems domestically and abroad.

**三、教材內容 (Outline)**

1. Introduction, Frameworks, and Important concepts: (1) Introduction to course and importance of social & behavioral aspects of disease. (2) Race, class, gender, geography (e.g., "tropics", developing vs. developed) and health*.

五、參考書目 (Reference)

2008/3/1 Introduction and Overview 陳紫郎
2008/3/8 The Health Belief Model 陳紫郎
2008/3/22 Social Learning Theory & Behavior Modification 陳紫郎
2008/3/29 Force-Field Analysis Theory & Social Change Strategies 陳紫郎
2008/4/5 Diffusion of Innovation and Social Marketing Strategies 陳紫郎
2008/4/12 Social Mobilization and Coalition Building 陳紫郎
2008/4/19 Applied Project Presentation and Discussion 陳紫郎
2008/4/26 Conclusion and Evaluation 陳紫郎
2008/5/3 陳紫郎
2008/5/10 陳紫郎
2008/5/17 陳紫郎
2008/5/24 陳紫郎
2008/5/31 陳紫郎
2008/6/7 陳紫郎
2008/6/14 陳紫郎
2008/6/21 陳紫郎
2008/6/28 陳紫郎

六、教學進度 (Syllabi)

2008/3/1 Introduction and Overview 陳紫郎
2008/3/8 The Health Belief Model 陳紫郎
2008/3/22 Social Learning Theory & Behavior Modification 陳紫郎
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2008/6/14 陳紫郎
2008/6/21 陳紫郎
2008/6/28 陳紫郎

七、評量方式 (Evaluation)

八、講義地址 (http://)

九、教育目標