COURSE NUMBER – BCHS 2610/CLRES 2432

Concept Mapping: A Participatory Research Method

Dates: Spring Term

Overview and Objectives:

Course Description: This course provides hand-on training in the participatory research method known as concept mapping (CM). CM gives community members and other stakeholders a unique chance to have their own words communicate ideas and concepts. Research participants contribute directly in the processing of this information as it directly relates to their community and intervention needs. The goal of the course is to familiarize students with example applications of the research method and to provide training related to concept mapping data collection and analysis. Discussion, interactive learning exercises, and examples of current research will be used to provide an understanding of CBPR and the associated strengths and limitations.

Responsibilities:

- Completion of the assigned readings for each class is expected to be done prior to class.
- Student will be assigned 2 homework assignments that will be graded. All homework assignments will be assigned with a due date and are to be turned in at the beginning of class on the due date. No assignments will be accepted via email.
- Attendance and participation in class are required.
- Evaluation criteria for this module will be based on completion of the homework assignments and course participation.

Course Requirements:

- Homework assignments 20%
- Final paper 30%
- Class participation and attendance 50%

Attendance Policy:

- Students are expected to sign-in to each class (computer provided in suite lobby). If a problem is encountered with the sign-in system, please contact the course instructor(s) as well as Lauren Talotta (talottals@upmc.edu) immediately.

Course Grading Scale:

For the computation of the final course grade as well as for the course assignments, the following grading scale will be used:

- 90 - 100 = A
- 86 – 89 = B+
- 80 – 85 = B
- 76 – 79 = C+
- 70 – 75 = C
- 66 – 69 = D+
- 60 – 65 = D
- < 60 = F

Required Readings(s):

- Each week a separate set of journal articles and book chapters will be assigned that are the primary sources of evidence to support the session’s topic.
The following text is required: Kane M and Trochim WMK Concept Mapping for Planning and Evaluation. Sage

Website resources:

- www.conceptsystems.org

Academic Integrity:

Students in this course will be expected to comply with the University of Pittsburgh's Policy on Academic Integrity (http://www.provost.pitt.edu/info/aii.html). Any student suspected of violating this obligation for any reason during the semester will be required to participate in the procedural process, initiated at the instructor level, as outlined in the University Guidelines on Academic Integrity. This may include, but is not limited to, the confiscation of the examination of any individual suspected of violating University Policy. Furthermore, no student may bring any unauthorized materials to an exam, including dictionaries and programmable calculators.
### Course Schedule

**Session 1: Introduction to CBPR Research Methods**

**At the conclusion of this lecture, the student will be able to:**

- Describe the concept mapping method and associated steps.
- Provide illustrative examples of how concept mapping has been used in CBPR.

**Topics:**

- Introduce concept mapping method.
- Provide illustrative examples of concept mapping in CBPR.

**Required Reading(s):**


**Homework assignment(s):**

Homework assignment #1

Write a two page, double spaced paper that addresses how concept mapping might be applied in your own research. Be sure to also include discussion about what community partners should be included in the study, why, and in what capacity?
Session 2: Concept mapping Example:
Breast Cancer Continuum of Care

At the conclusion of this lecture, the student will be able to:
- Describe how the process associated with developing and implementing a concept mapping project.
- Design the brainstorming session for a concept mapping project.

Topics:
- Guest speakers: Jennifer Jones, MPH
  Project Assistant, Community PARTners Core
  Clinical and Translational Science Institute

  Ruth A. Modzelewski, PhD
  Mission Coordinator
  Pittsburgh Affiliate of Susan G. Komen for the Cure

  Design group project – determine focal question, rating scales and demographic questions

Required Reading(s):
Concept Mapping for Planning and Evaluation Chapter 1. An Introduction to Concept Mapping
http://www.conceptsystems.com/content/category/concept-mapping.html

Review concept mapping needs assessment case studies

Review organizational development and strategic planning case studies

Homework assignment(s):
None

Due Today:
Homework assignment #1
Session 3: Concept Mapping Exercise

At the conclusion of this lecture, the student will be able to:
- Conduct brainstorming session – synthesize results into master list
- Enter data into concept systems software and program rating scales

Topics:
- Class concept mapping project - collect brainstorming data, prepare sorting and rating on-line activities

Required Reading(s):
Concept Mapping for Planning and Evaluation.
Chapter 2. Preparing for Concept Mapping
Chapter 3. Generating the Ideas
Chapter 4. Structuring the Statements

Homework assignment(s):
Homework assignment #2

Enter your concept mapping sorting and rating data into the online concept systems project. Write a one page, double spaced paper addressing your experience (positives, negatives, strengths, limitations).

Due Today:
None
Session 4: Concept Mapping Exercise  Continued

At the conclusion of this lecture, the student will be able to:
• Conduct Concept Mapping Sorting and Rating
• Debrief about brainstorming, sorting and rating activities

Topics:
• Class concept mapping project – analyze sorting and rating data

Required Reading(s):
Concept Mapping for Planning and Evaluation.
Chapter 5. Concept Mapping Analysiss

Homework assignment(s):
Final Paper

Using the concept mapping data collected as part of the class, produce a final paper interpreting the results. Include a point map, cluster map and an assessment of the rating data (e.g. pattern matches). Further details and how to create these maps will be illustrated in class.

Due Today:
Homework assignment #2
Session 5: Concept Mapping Exercise  Continued

At the conclusion of this lecture, the student will be able to:

• Analyze concept mapping data.
• Determine final cluster solution
• Conduct Interpretation Group session

Topics:
• Class concept mapping project --- advanced analyses

Required Reading(s):
Concept Mapping for Planning and Evaluation
Chapter 6. Interpreting the Maps
Chapter 9. Mapping the Future

Homework assignment(s):
None

Due Today:
Final Paper