

Module Code	ECAS7003
Title	Behaviour change in context
Date	11/12/2019
Level	7
Credits	30
Pre-Requisites	

AIM(S)

- To provide students with an in-depth critical understanding of the individual, societal, and global factors that influence a range of human social and health behaviours.
- To develop a critical understanding of the science of behaviour change.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically analyse causes and potential solutions for current real-world issues at an individual, societal and global perspective.
- Critically reflect on the role of social cognition in predicting individual's responses to health and social threats and the extent to which these can inform effective behaviour change interventions.
- Critique the significance of behavioural science and models of behaviour change as applied to a range of current real-world issues.
- Demonstrate critical understanding of public understanding of science and the importance of effective scientific communication to lay populations.
- Present their work appropriately, within ethical and research frameworks, and with an understanding of requirements of critical thinking.

INDICATIVE CONTENT

- The biopsychosocial model of human behaviour, health inequality, and the public health framework of health.
- Behavioural science and theories of behaviour change; behaviour change wheel; implementation intentions.
- Social psychological theories of interpersonal and group conflict, prejudice reduction and conflict resolution.
- Political perspectives to explain social, developmental and environmental issues and inequalities.
- Frameworks for behaviour change intervention development and evaluation.
- Public understanding of science and communicating with lay populations.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	30	10%
Independent learning	270	90%
Placement learning		
TOTAL	300	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Systematic Review	5,000 words	70%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Research Proposal	2,500 words	30%

Assessment Summary

Activity type	Percentage
Written exam	-
Coursework	100%
Practical	
TOTAL	100%