APPLICATION THE MEDICAL SOCIAL SCIENCES THEORETICAL FRAMEWORK TO HEALTH MANAGEMENT

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WHAT IS THE MEDICAL SOCIAL SCIENTIST DOING?

- Providing an analytical framework for understanding the social contexts of health, illness and health care.
WHAT IS THE CENTRAL TOPICS?

• The subjective experience of health and illness, Political, economic and environmental circumstances fostering ill health; and societal forces constraining the medical care system and individuals' responses to illness.

• Traditional sociological issues, reformulations of such basic concepts as social systems and institutions, professionalism, social movements and social change, and social interaction and negotiation

• Culture and health risk issues.
WHAT PARADIGM WE ARE USING?

• Alternative paradigm
• Pluralistic perspectives
• Basic sociological research
• Implications for public policy and practice.
### Why Theory Matter?

#### 1960-2009

<table>
<thead>
<tr>
<th>Journals</th>
<th>Number of papers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Sociology Review</td>
<td>207</td>
<td>44%</td>
</tr>
<tr>
<td>Sociology of Health and Illness</td>
<td>30</td>
<td>6%</td>
</tr>
<tr>
<td>Social Science and Medicine</td>
<td>27</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Journal of Sociology</strong></td>
<td><strong>99</strong></td>
<td><strong>21%</strong></td>
</tr>
<tr>
<td>Australian and New Zealand Journal of Public Health</td>
<td>27</td>
<td>6%</td>
</tr>
<tr>
<td>Australian Journal of Social Issues</td>
<td>78</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>468</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Note: Excluding journals from similar fields social epidemiology, social psychology or medical anthropology.
AN INCREASE IN USE OF SOCIOLOGICAL THEORY: 1960-2009

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Contains sociological theory</td>
<td>15.65%</td>
<td>62.71%</td>
<td>62.79%</td>
<td>83.76%</td>
<td>146.86%</td>
<td>368.79%</td>
</tr>
<tr>
<td>Empirical or issue-based only</td>
<td>8.35%</td>
<td>26.30%</td>
<td>17.22%</td>
<td>26.24%</td>
<td>23.14%</td>
<td>100.21%</td>
</tr>
<tr>
<td>n=468</td>
<td>23.00%</td>
<td>88.00%</td>
<td>79.00%</td>
<td>109.00%</td>
<td>169.00%</td>
<td>468.00%</td>
</tr>
</tbody>
</table>

Note: percentages may not total 100 due to rounding. Statistically significant (Pearson's chi-square = .014).
WHAT IS THE THEORETICAL LEVEL?

Policy

society

individual

Community organization
WHAT IS THE THEORETICAL ELEMENTS?

- theory
- approach
- concept
- variable
WHAT IS “APPROACH”? 

• The idea that society and culture shape cognition.

• Social customs, beliefs, values, and language shaping a person's identity and reality.

• What a person thinks is based on his or her socio-cultural background.

• An understand of cognitive processes.
VARIABLES

• A variable is a factor that can change in quality, quantity, or size, which you have to take into account in a situation.
## LEVEL OF MEASUREMENT

<table>
<thead>
<tr>
<th>Incremental Progress</th>
<th>Measure Property</th>
<th>Central Tendency</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal</td>
<td>Classification, Membership</td>
<td>Mode</td>
<td>gender, nationality, ethnicity, language, genre, style, biological species, and form</td>
</tr>
<tr>
<td>Ordinal</td>
<td>Comparison, Level</td>
<td>Median</td>
<td>rank order (1st, 2nd, 3rd, etc.)</td>
</tr>
<tr>
<td>Interval</td>
<td>Difference, Affinity</td>
<td>Mean, Deviation</td>
<td>Temperature direction</td>
</tr>
<tr>
<td>Ratio</td>
<td>Magnitude, Amount</td>
<td>Geometric Mean, Coeff. of Variatio</td>
<td>physical sciences and engineering is done on ratio scales.</td>
</tr>
</tbody>
</table>
COMMUNITY CULTURE AND HEALTH RISK
CULTURE

• the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations

• the customary beliefs, social forms, and material traits of a racial, religious, or social group.
COMMUNITY

• the people with common interests living in a particular area
• an interacting population of various kinds of individuals in a common location
• a group of people with a common characteristic or interest living together within a larger society
• common history or common social, economic, and political interests
• professional interests scattered through a larger society.
TYPES OF CULTURE (1)

• Folk culture
• Organization culture
• Community culture.
FOLK CULTURE
FOLK CULTURE
Organizational culture: a shared perception of reality, knowledge sharing... "the way it is around here."

Organizational culture determines values and beliefs which are an integral part of what one chooses to see and absorb (Davenport & Prusak 2000).
TYPES OF CULTURE (2)

• Material culture
• Non-material culture.
CLIFFORD GEERTZ (1926-2006)

• The study of culture
  • Cultural changes
• Semiotic
  • web of significance
  • The structures of significance
• Human behavior as symbolic action
• Symbolic as systems of meaning related to culture
• Theatre state.
THICK DESCRIPTION APPROACH

• The social science method of explaining human behaviors
  • The meaning to an outsiders
  • The context (when, where and how)
  • means of understanding culture, organizations, historical settings
  • symbolic forms by means of which men communicate, perpetuate, and develop their knowledge about and attitudes toward life
• Descriptive ethnography
  • Participant observation.
MATERIAL VS NON-MATERIAL

• Material Culture Study
  • The study of physical objects or belongings of human being
  • how they take on meaning in a culture

• Non-material Culture Study
  • symbolic aspects of a culture
  • ideas, beliefs, habits and values of a people.
เย็นที่ห้องเรียน

สะท้อนถึงวัฒนธรรมไทยในแบบตะวันตก

daytona city international race track

差异

ช่างที่มีวัฒนธรรมไทยในแบบตะวันตก

เมื่อไทยจะคว้า ที่แม่พิมพ์ไป แน่นไม่ได้คิดอะไร และไม่มีจุดหมายใดๆทั้งสิ้น แม่

พระโรงเรียนไป แผ่นโสมนัสวัยรุ่นรองจักร​

www.komchadluek.net kom_chad_luek มหาวิทยาลัย
CULTURAL RELATIVISM

• Observing aspects of material culture without judging them based on our own society's standards

• Meaning of objects is changing over time.
WHY THINGS MATTER?
What’s wrong of these photos?
Fiber Network

Human

Human as actor

Things

Things as actor
HUMAN AS THE ACTOR
THING AS THE ACTOR

Yasukuni Shrine, Chiyoda Tokyo
THANK YOU