

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

Journals	Number of papers	Percentage
Health Sociology Review	207	44%
Sociology of Health and Illness	30	6%
Social Science and Medicine	27	6%
Journal of Sociology	99	21 %
Australian and New Zealand Journal of Public Health	27	6%
Australian Journal of Social Issues	78	17%
Total	468	100%

Note: Excluding journals from similar fields social epidemiology, social psychology or medical anthropology.

AN INCREASE IN USE OF SOCIOLOGICAL THEORY: 1960-2009

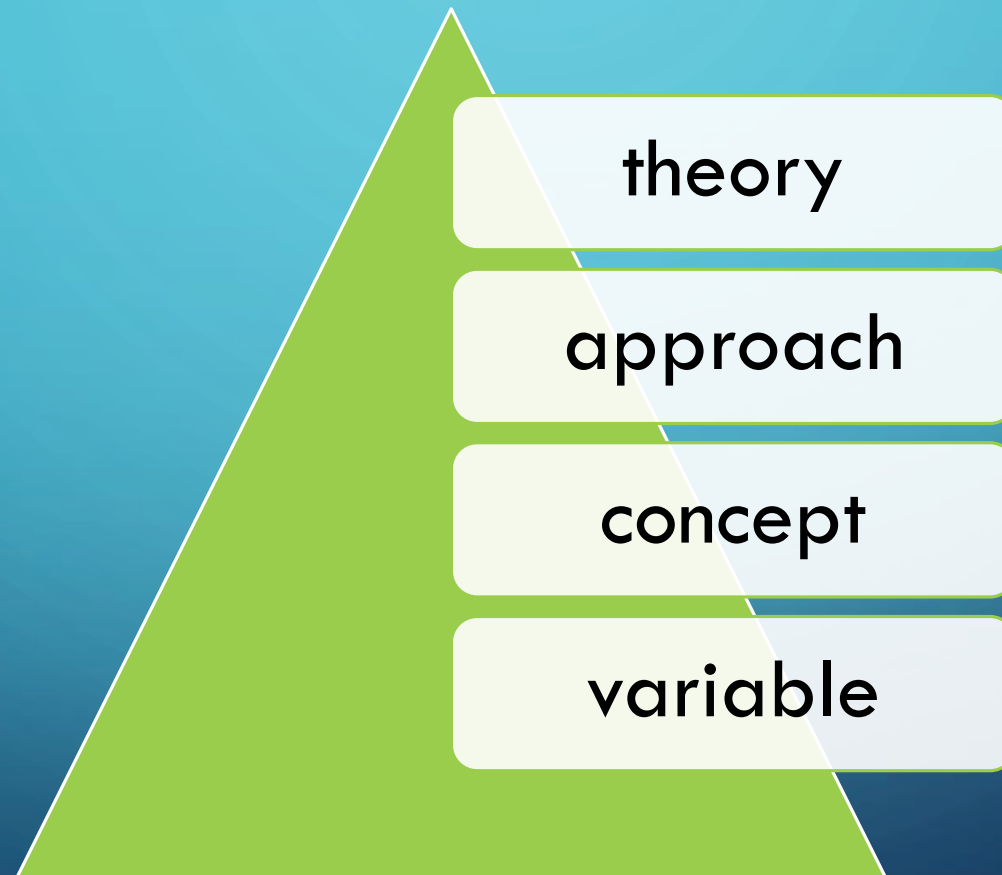
Theory	1960-69	1970-79	1980-89	1990-99	2000-9	Total
Contains sociological theory	15 65%	62 71%	62 79%	83 76%	146 86%	368 79%
Empirical or issue-based only	8 35%	26 30%	17 22%	26 24%	23 14%	100 21%
n=468	23 100%	88 100%	79 100%	109 100%	169 100%	468 100%

Note: percentages may not total 100 due to rounding. Statistically significant (Pearsons chi-square=.014).

WHAT IS THE THEORETICAL LEVEL?



WHAT IS THE THEORETICAL ELEMENTS?



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

Incremental Progress	Measure Property	Central Tendency	Examples
Nominal	Classification, Membership	Mode	gender, nationality, ethnicity, language, genre, style, biological species, and form
Ordinal	Comparison, Level	Median	rank order (1st, 2nd, 3rd, etc.
Interval	Difference, Affinity	Mean, Deviation	Temperature direction
Ratio	Magnitude, Amount	Geometric Mean, Coeff. of Variatio	physical sciences and engineering is done on ratio scales.

The background is a blue gradient with abstract white lines in the corners that resemble circuit traces or data paths. These lines connect to small circles, some of which are arranged in a grid-like pattern.

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



FOLK CULTURE



ORGANIZATION 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.

ETHNOCENTRISM

ແມ່ງ ໂຄ້ດລາວເລຍຍຍ #ຕາກລ້ອງຝັງລາວ !!



ຫາກການໄທແລະຜູ້ຈັດງານຟັງໃຫ້ຮູ້ຊື່ພາບຮັບບ້ານແລ້ວ!



23 ນາທີ • 0

ผมขอโทษนะครับ ที่ผมพิมพ์ไป ผมไม่ได้คิดอะไร และไม่ได้มีเจตนาไม่ดีใดๆทั้งสิ้น ผมทำอะไรผิดไป ผมขอโทษนะครับขอโทษจริง



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คมชัดลึก

คมชัดลึก

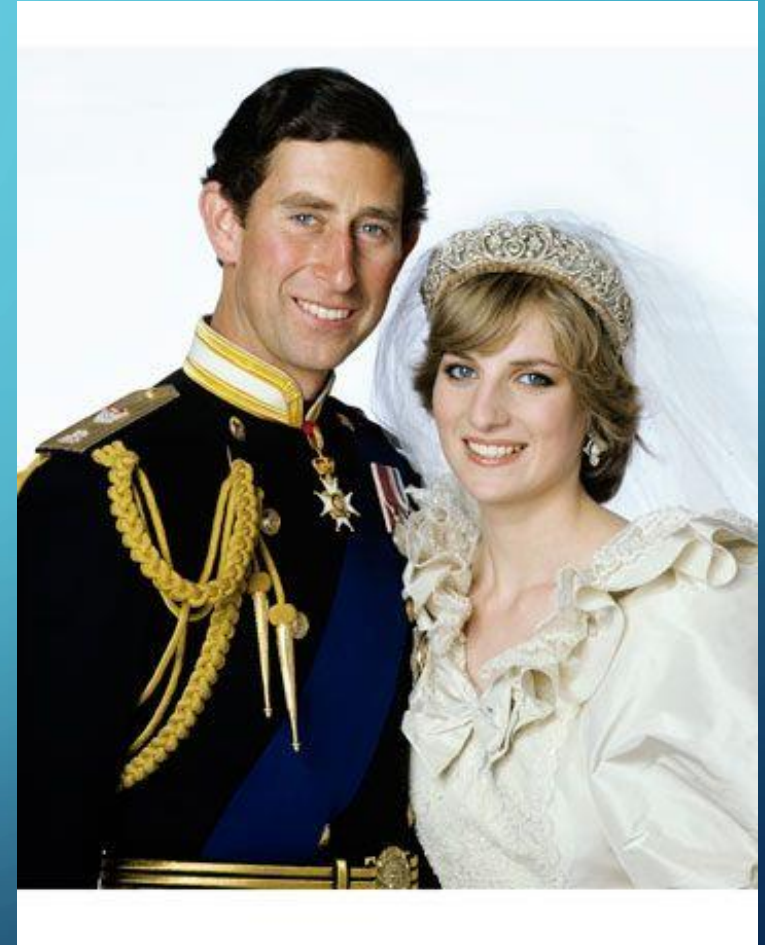
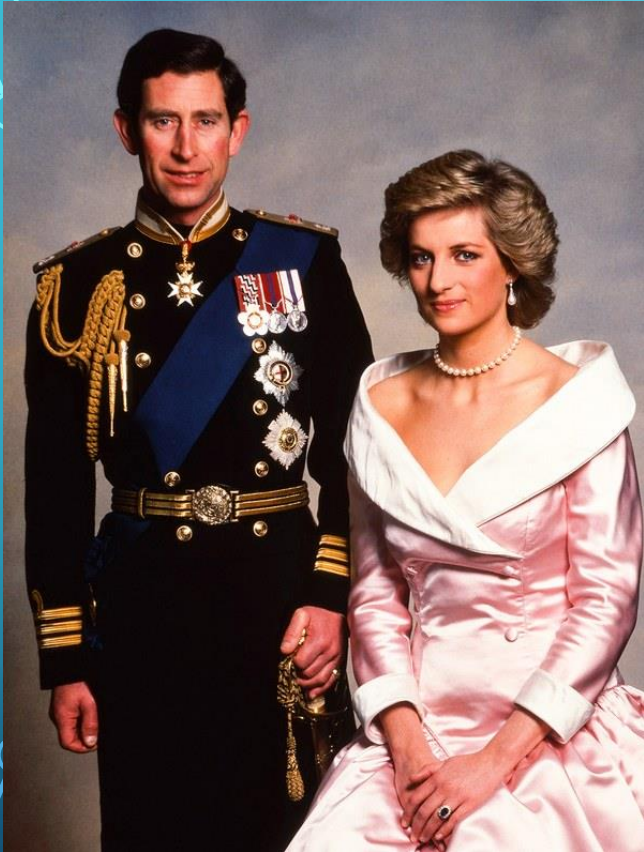
CULTURAL RELATIVISM

- Observing aspects of material culture without judging them based on our own society's standards
- Meaning of objects is changing over time.



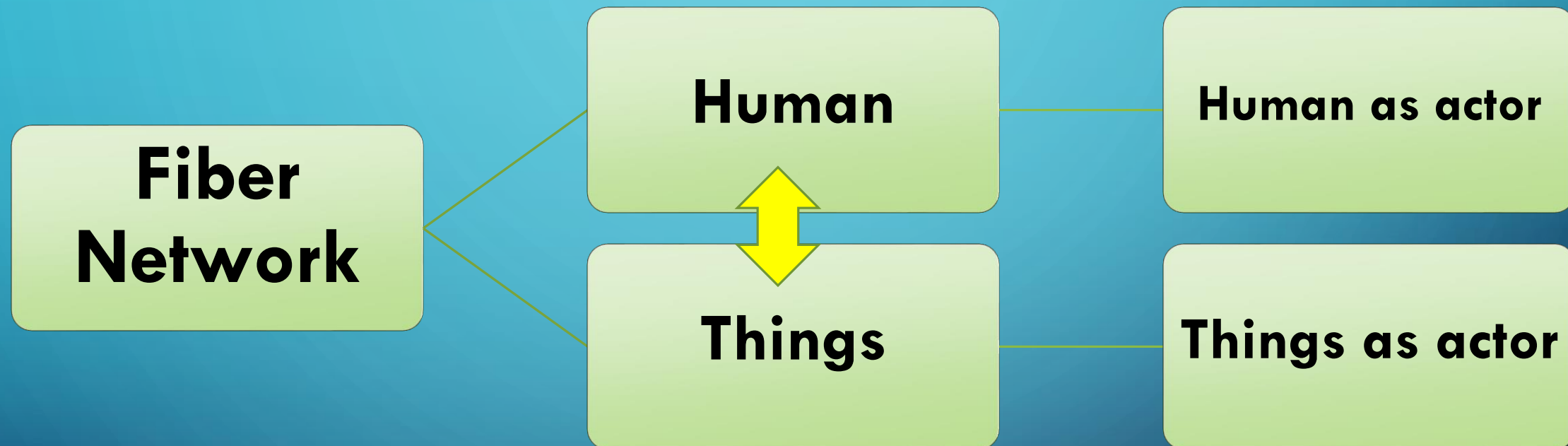
WHY THINGS MATTER?

What's wrong of these photos?









HUMAN AS THE ACTOR



THING AS THE ACTOR



Yasukuni Shrine, Chiyoda Tokyo

SHINTO FESTIVAL @ YASUKUNI





THANK YOU