

Social marketing research for global public health: methods and technologies

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Abstrak

Social marketing is a process aimed at changing behavior to improve society and the individual. The main questions are Does social marketing work? and, if so, How does it work? That is where research and evaluation come in. This book is about describing, applying, understanding, and advancing the state of social marketing research and evaluation. That means articulating a basis in theory and practice for specific social marketing initiatives, developing processes by which social marketing can be implemented in the real world, and conducting evaluation research to determine if those processes are effective in achieving their objectives (behavioral and social change) and, if so, how they achieved them (whether the underlying theory and practices explain their success). This book describes the state of the art in social marketing research and evaluation methods. In recent years, there have been significant developments in theory, measurement, data collection, and analytical methods to conduct research aimed at designing social marketing programs and campaigns and to evaluate their efficacy and effectiveness. The rapid growth and widespread use of new technologies, such as mobile digital devices and social media, and improved knowledge about experimental methods in developed and developing countries provide significant new opportunities for research. This book explores these new methods and evidence, how new technologies have influenced social marketing programs and research on them, and where the field is headed.