

# Research in Action Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

### Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Lena Etuk, a Social Demographer at the Oregon State University Extension Service. Lena has a Masters of Science in Sociology from the University of Wisconsin-Madison, with a specialty in social stratification and demography. Since joining the OSU Extension Service, she has worked to increase Oregonians’ access to social scientific information that can help them and their communities realize positive change. She works with community members, non-profits, government, public agencies, and Extension Service faculty to create, recognize, and capitalize on opportunities for data-driven decision making.

*Segment One* [00:00-9:55] - In this segment, Lena defines demography and social demography and offers some examples of the issues that social demographers are concerned with that effect population change. Lena also describes the work of applied social demography.

*Segment Two* [9:56-20:25] - In this segment, Lena describes some of the skills and methods of social demographers and how social demographers specialize.

*Segment Three* [20:26-30:51] - In this segment, Lena and the host discuss definitions of data and whether anecdote can be considered as data.

*Bonus Clip # 1* [00:00-2:49]: Pathways to Becoming a Social Demographer

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e3/>

### Learning Outcomes

By listening to this episode, students will be able to:

- Define social demography
- List examples of the types of data collected by social demographers
- Name methods and tools commonly utilized by social demographers to collect and analyze data
- Cite resources for examples of visualized data
- Give examples of topics studied by social demographers
- Define data-driven decision making
- Identify challenges with the process of making data-driven decisions

### Guiding Questions for Listening

- What are the differences between demography, social demography, and applied social demography?
- What is secondary data and how can it be utilized by a social demographer?
- What are some methods social demographers employ to collect data?
- What are some ways social demographers might partner with researchers?
- What is visualized data and what are some ways it is presented?
- How is a data-driven decision made?
- What are some potential challenges in data-driven decision making?
- According to Lena Etuk, what is the danger in being “wed to our anecdotes” with regard to observations?
- In what ways do you think the study of social demography is important?
- How did Lena Etuk decide to become a social demographer? (see also, bonus clip)

## Possible Activities

- Have students find an academic article that uses social demography data to make a claim. Students can share the articles they find in an in-class presentation or through an online discussion board.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e3/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e3/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they Lena Etuk if they could?

## Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2016, April 18) *Lena Etuk on Social Demography @ Data-Driven Decision Making* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e3/>

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## Notes

## About the Research in Action Podcast

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“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

## Contact

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