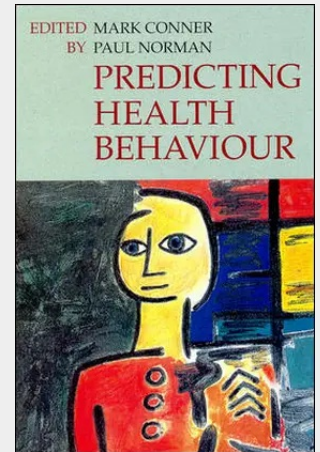


Predicting Health Behaviour

There is currently great interest in how social cognitions are related to health behaviour but - often - little practical understanding of the area. Predicting Health Behaviour brings together current research and practical details of how models of social cognition can be applied in health research. Predicting Health Behaviour provides the theoretical background and examples of how to apply the most common social cognition models to the explanation of health behaviours. Each chapter has been written by key researchers in the area, and they follow a common structure which enables this book to be read as a 'user-manual'. Each chapter provides a general review of relevant research, applying the model to a variety of health behaviours (such as dietary choice, screening behaviour and sex) and discussing the strengths and weaknesses of models including the health belief model, protection motivation theory, the theory of planned behaviour, health locus of control and self-efficacy. The final chapter includes a critique of the general approach, and signposts future directions for research. Predicting Health Behaviour examines how to: *assess the advantages and disadvantages of using each of these models *appropriately apply each model to their work *adequately analyse and report the results It will be important reading for health professionals, and researchers and students of health and health psychology.



Auf Anfrage

Nicht mehr lieferbar

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