THEORIES OF HEALTH BELIEF

The table below contains key words / phrases relating to the studies / theories which come under ‘Theories of Health Belief’

* Becker and Rosentock – Health Belief model
* Becker – HBM – compliance with a medical regimen for asthma
* Rotter – Internal versus external locus of control
* Bandura – concept of self-efficacy
* Bandura and Adams – Analysis of self-efficacy theory of behavioural change

TASK:

In each box, expand what each point means by changing the phrase into one or two full sentences.

Then use these notes to answer the following questions: (you can copy and paste your notes into your answer).

1. Outline one health belief theory (10) (Choose one which you have not written about before)
2. Discuss the limitations of applying health belief theories when trying to understand why individuals adopt certain health behaviours. (15)

ONLY HAND IN THE ESSAY ANSWERS – not the tables.

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| **1. Health Belief Model**  **Becker** | **2. Rotter & Locus of Control** |
| **Health belief model &**  **asthma adherence** | **Locus = place** |
| **Correlation, beliefs, compliance** | **Internal locus of control** |
| **Self reports – 45 minutes** | **External locus of control** |
| **111mothers aged 17-54** | **Review article** |
| **Perception of susceptibility**  **to illness** | **High internal locus of control key in healthy behaviours** |
| **Faith in doctors** | **Male smokers** |
| **Positive correlation between susceptibility & compliance** | **Female smokers** |
| **Negative correlation = disruption,**  **lack of chemists** | **Reductionist – why?** |
| **Positive correlation demographics, marital status / education** | **Deterministic – why?** |
| **HBM predicts &**  **explains compliance** | **Pessimistic outlook on life** |

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| **3. Theory of Self Efficacy** | **4. Bandura & Adams Self Efficacy** |
| **Cognitive –**  **Strengths? Weaknesses?** | **Self efficacy & systematic**  **desensitisation** |
| **How effective we think we are** | **Treatment of snake phobias** |
| **Learning from consequences** | **Controlled quasi experiment** |
| **Efficacy expectation** | **10 participants, 9 male 1 female** |
| **Vicarious experiences** | **Pre- test assessment**  **boa constrictor** |
| **Verbal persuasion** | **Fear arousal 1-10** |
| **Emotional arousal** | **Rated efficacy expectations** |
| **Social, situational & temporal circumstances** | **Imagining snakes⭢live snakes** |
| **High self efficacy = success** | **Post test assessment self efficacy/interaction with snakes** |
| **Low self efficacy = failure** | **Desensitisation enhanced**  **self efficacy** |