SELECTED THEORIES IN SOCIAL SCIENCE RESEARCH

Editors
Aida Idris • Sedigheh Moghavvemi • Ghazali Musa
CHAPTER 21

HEALTH BEHAVIOUR

Lee Yew Kong, Ng Chirk Jenn and Low Wah Yun

Introduction
Health behaviour is a complex phenomenon influenced by various patient, healthcare practitioner and system factors. Researchers are interested in understanding how patients perceive health options and evaluate which choice is best for them, or why some people continue to pursue risky health behaviour. Theories which seek to understand health behaviour have been widely used to develop health promotion and education programmes. The theories highlighted in this chapter have been widely used by healthcare practitioners to understand their patient’s health behaviours and to develop interventions that promote positive behaviour.

This chapter covers six theories of health behaviour: the biopsychosocial model, the health belief model, the integrative model, the transtheoretical model, the protection motivation theory and the precaution adoption process model.

The choice of these theories was based on the following criteria: influence (these theories are commonly referred to in the literature or have transformed the way patient behaviour is viewed), evidence base (a wide body of evidence exists to support the main constructs in the theory) and application (the theories have been applied to a wide range of health behaviour).

Case studies are provided for the health belief model, the integrative model and the transtheoretical model to illustrate the differences in how these theories are applied in clinical practice.