RE-RE CONCEPTUALISING THE BEHAVIOURAL APPROACH: BEYOND A COGNITIVE SOCIO-PsyCHO PERSPECTIVE

NEW INSIGHTS FROM BURTON, 2004
• Overturning paper for behavior studies in agriculture
• New view of farmers’ decision making from a socio-psycho perspective
• New materials and methods of behavior measurements

HOWEVER
• Cognitive focused
• Static view of behavior

DISCUSSION
• Behavior is complicated and a single model as such cannot be seen as a ready-made answer. Because each disease is different, one can expect some diversity in models.
• Models should encourage researchers to think outside the box and consider the gaps in present research
• Possibilities for future work in building a bridge between social sciences and exact sciences, e.g. including epidemiological and health parameters and metric models into such frameworks.