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|  CognitiveIndividual differences in the population such as age and culture |  | Demographic variablesSRM method used  |  | InterviewLength of each interview in minutes |
| 45How concurrent validity was checked |  | Blood testsMethod used that looks for relationships |  | **Correlation**Adherence to this was being measured |
| Asthma medication Number of mothers interviewed |  | 111Age of elsdest asthmatic child |  | 17Age of eldest mother |

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| 54Cognitive model that shows how people make decisions about health |  | Health Belief ModelThe HBM was created due widespread failure to be tested for this illness |  | TBHow at risk of a certain disease you believe yourself to be  |
| Perceived SusceptibilityOne of the socio-demographic variables that Becker found to influence adherence  |  | Marital StatusBecker found a negative correlation between this and compliance |  | Child complaining Becker found a positive correlation between this and compliance |
| Percieved seriousnessBecker’s study was not considered to be this as it takes a range of influences into account |  | ReductionistAnalysing the pros and cons of a behaviour change |  | Perceived costs vs perceived benefitsThe HBM takes this approach to explaining health behaviours |