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| --- | --- | --- | --- | --- |
| Cognitive  Individual differences in the population such as age and culture |  | Demographic variables  SRM method used |  | Interview  Length of each interview in minutes |
| 45  How concurrent validity was checked |  | Blood tests  Method used that looks for relationships |  | **Correlation**  Adherence to this was being measured |
| Asthma medication  Number of mothers interviewed |  | 111  Age of elsdest asthmatic child |  | 17  Age of eldest mother |

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