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



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Reconceptualising the ‘behavioural approach’ in agricultural studies:
a socio-psychological perspective

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NEW INSIGHTS FROM BURTON, 2004

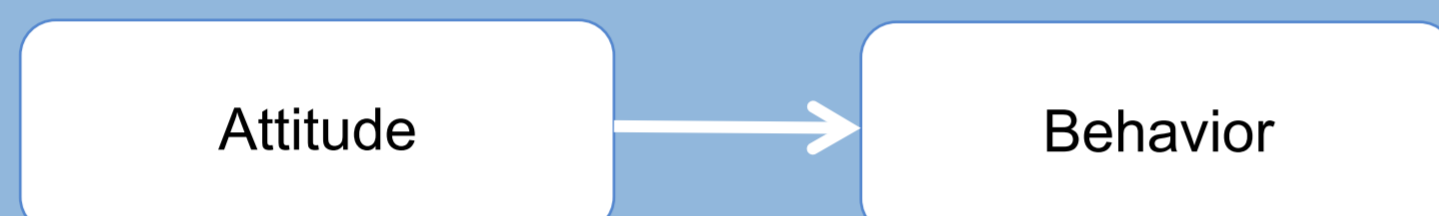
- Overturning paper for behavior studies in agriculture
- New view of farmers’ decision making from a socio-psycho perspective
- New materials and methods of behavior measurements

HOWEVER

- Cognitive focused
- Static view of behavior

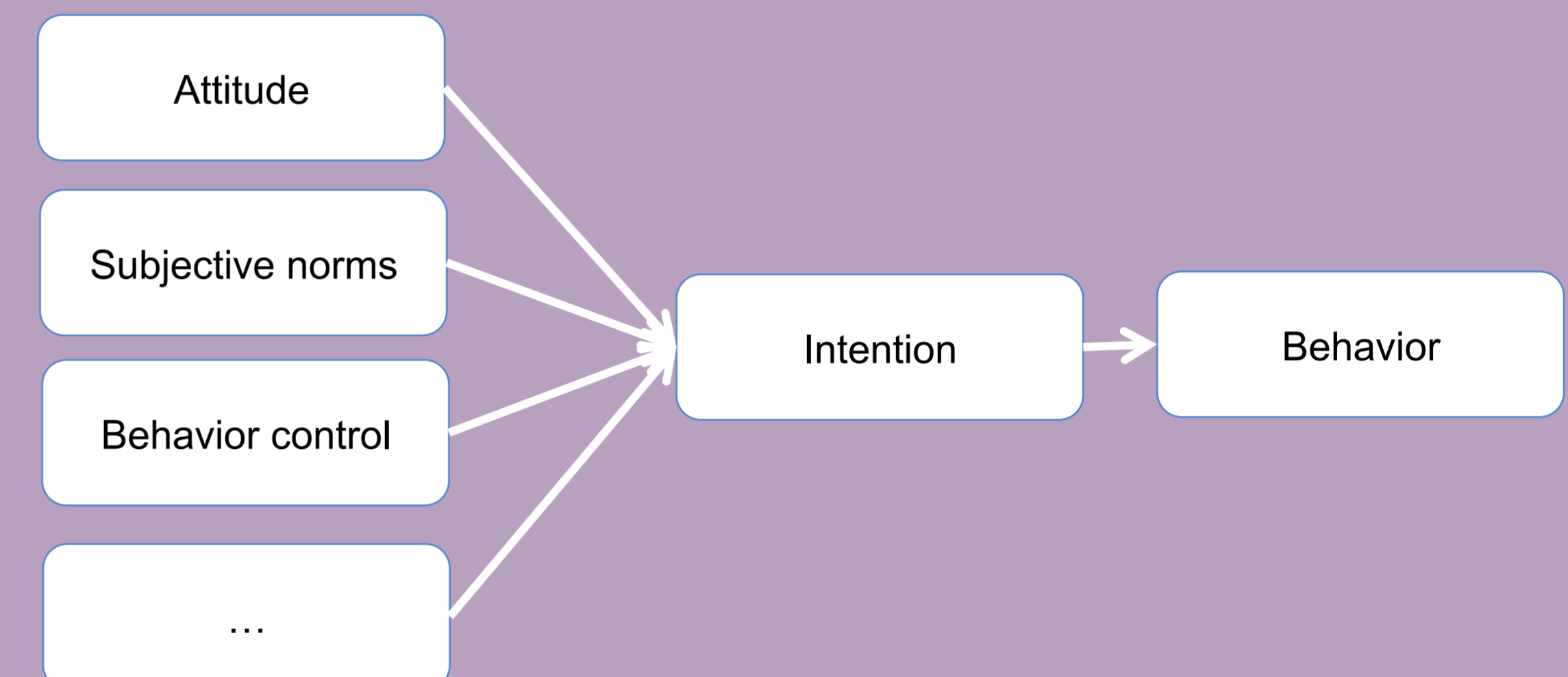
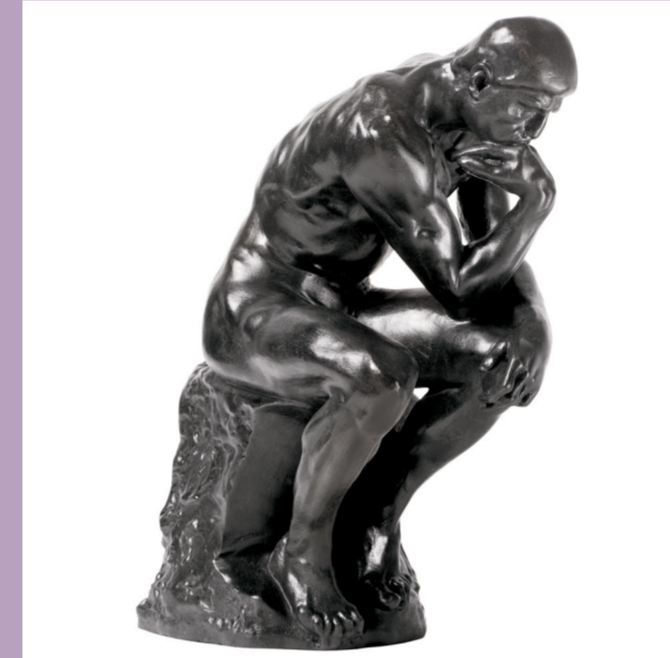
PAST...

Over - simplistic view of decision - making



PRESENT...

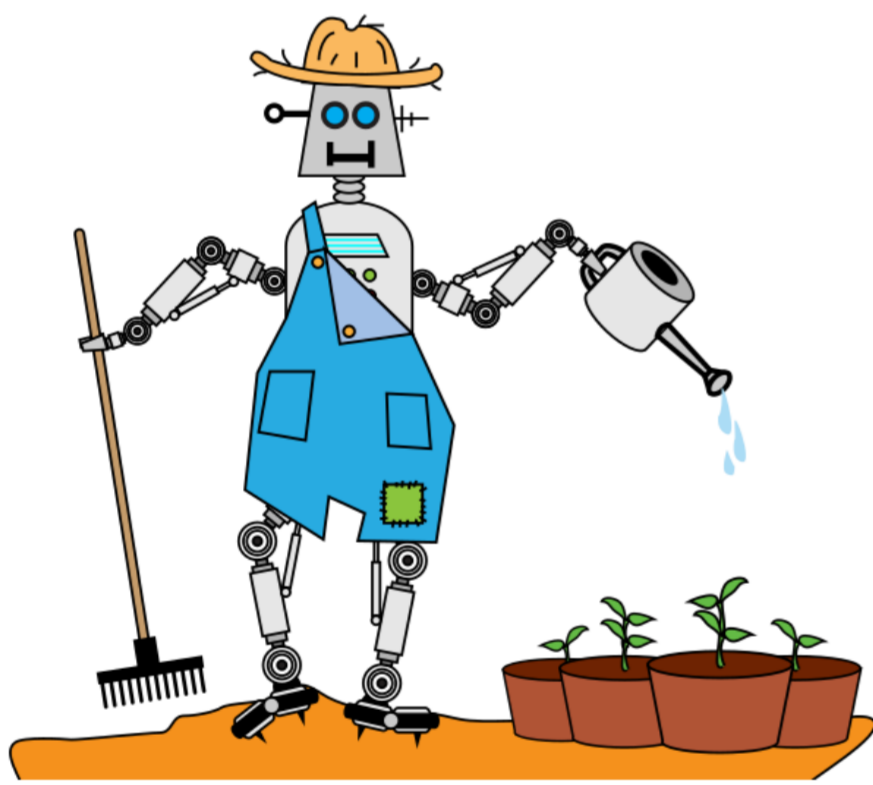
Over - cognitive view of decision -making



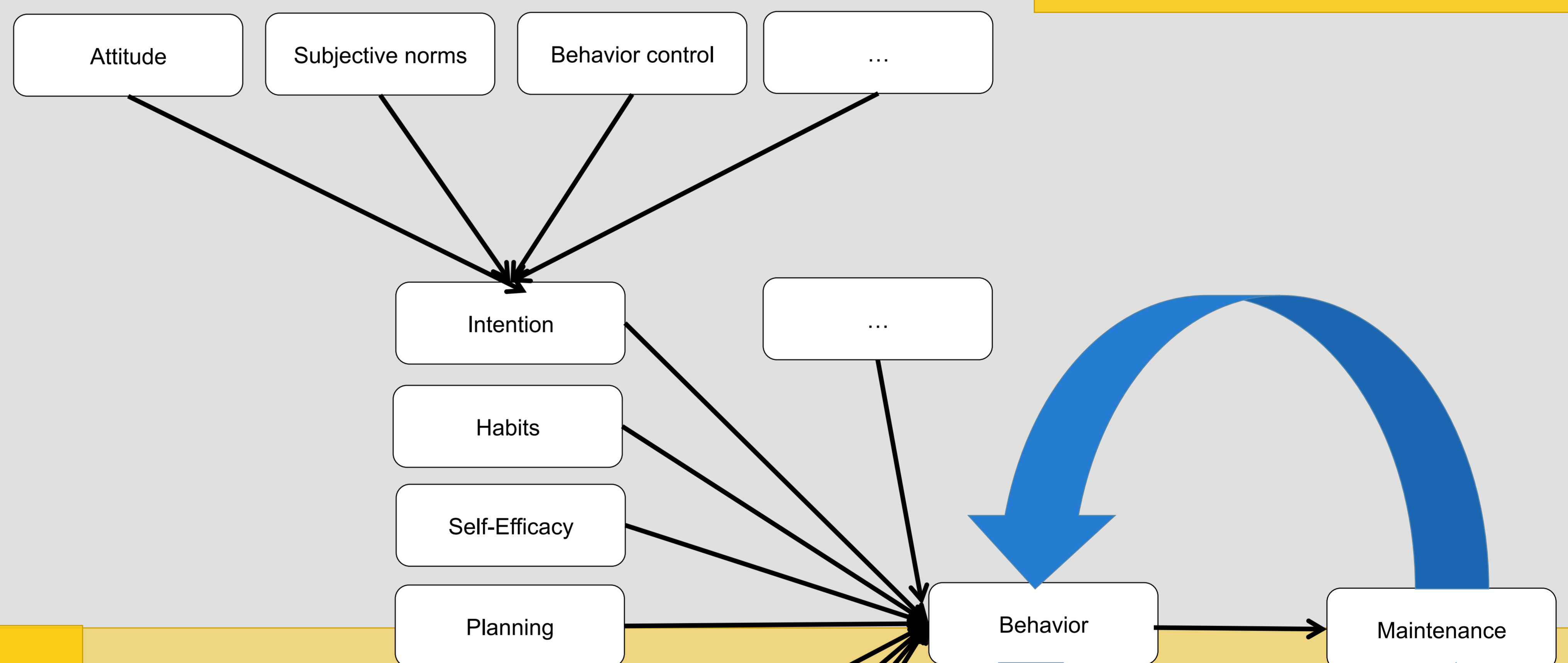
FUTURE...

Over - complicated view of decision – making?

Cognitive models...
Ecological models...
Dual processing models...
Action models.....
Stages models...
Temporal models...



1. MICRO - LEVEL



2. MACRO - LEVEL



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.