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RETROCPECT AND PROCPECT OF HEALTH BELIEF MODEL

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Health Belief Model (HBM) has been one of the most famous and popular behavioral models in medical sociology since it was proposed to explain people's health behavior in the 1950's. Not only was it frequently used in preventive behavior research, but also in the study of illness behavior, sick-role behavior, patient-doctor relationship, and health educational intervention.

Becker et al. and Janz reviewed the HBM research papers published before 1974 and those from 1974 to 1984 respectively, and they found that this model was very effective in the explanation of people's health behavior, especially the actions taken to prevent illness. In this report we adopted Becker's and Janz's methods to summarize the findings of fourteen HBM studies in several Chinese and English journals from 1984

to 1987, and compared them with the research results before 1984, so as to understand:

1. the investigation findings and tendency of HBM study in these few years,
2. the effectiveness of HBM in explaining and predicting various kinds of health behaviors, and
3. the validity of HBM in different cultural environments.

Also, the limitations and the recent interests in HBM study were discussed in this report. We hope that the analysis and comparison we make in this report may be of some help for related studies in the future.

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