

Behavioural Sciences

Introduction

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Behavioural Sciences

(The science of behaviour)

- **Behavioural Sciences are concerned with the observation, explanation, and study of human behaviour in states of health and disease, in single individuals or in groups.**
- **Behavioural sciences study individual differences in relationship to patient's behaviour.**

Behavioural Sciences

- Behavioural sciences encompass all the disciplines that explore the activities and interactions among people in the natural world.
- Behavioural sciences involve the systematic analysis and investigation of human behaviour.

Behavioural sciences

- Behavioural sciences essentially investigate the decision processes and communication strategies within and between people in a social system. This involves fields like psychology and social sciences, among others.
- Social sciences study the social system and its impact on social processes and social organization. They typically include fields like sociology, anthropology, public health, political science, economics, history.

Human Behaviour

- Human Behavior refers to the **collection of behaviors exhibited by human beings.**
- Human behavior includes **actions or reactions of an individual, usually in relation to the environment.**
- Behavior can be:
 - **Conscious or unconscious,**
 - **Overt or covert,**
 - **Voluntary or involuntary.**

Human Behaviour

- The behavior of people falls within a range, with some behavior being:
 - Common X unusual.
 - Acceptable X outside acceptable limits.
- The acceptability of behavior is evaluated relative to social norms and regulated by various means of social control..
- Social behavior is behavior specifically directed at other people.

Categories of Human Behaviour

1. Detectable X Non-Detectable

- Behavior something we can see or hear or otherwise detect with our senses
- Behavior that can not be detected by our senses (Thinking)

2. Behavior that casts normativity:

- Moral norms
- Social norms

3. Purposive or goal-driven (action)

Human Behaviour

4. Performance (skilled) behavior

Behavior that demonstrates skills of various kinds from work to sports

5. Instinctual

Behavior that is determined by the need or desire to avoid pain and embrace pleasure

Human Behaviour

Human behavior is Influenced by:

Culture,

Coercion ,

Attitudes,

Authority,

Ethics,,

Emotions

Values,

Hypnosis,

Rapport,

Genetics.

Persuasion,

Spectrum of Behavioural Sciences

- Psychology:

The study of the nature, functions and phenomena of **human beings**

- Sociology:

The study of the development, nature and laws of **human society**

- Anthropology:

The study of the origins, history, mechanisms and constitution of **human cultures**

Spectrum of Behavioural Sciences

- Ethology

*The study of behaviour of **non-human species** in the natural setting*

- Echology

*Deals with the relations of **human beings to their environment** and the quantification of this relationship*

- Epidemiology

*The study of **illness** in a defined population*

Relevance of Behavioural Sciences to Medicine

- Roughly half of all deaths in the US are linked to behavior and social factors
- The leading causes of preventable death and disease are:
 - Smoking
 - Sedentary life style
 - Poor dietary habits
 - Alcohol consumption

Relevance of Behavioural Sciences to Medicine

- Psychological & social factors have been shown to influence chronic disease risk and recovery:
 - Personality
 - Developmental history
 - Spiritual belief
 - Expectations
 - Fear
 - Hope
 - Past experiences

Relevance of Behavioural Sciences to Medicine

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Relevance of Behavioural Sciences to Medicine

- Physicians must be equipped with the knowledge and skills from the behavioral and social sciences needed to recognize, understand, and effectively respond to patients as individuals, not to their symptoms.

Relevance of Behavioural Sciences to Medicine

Role of Behavior can be demonstrated in the:

- **etiology**
- **presentation of illnesses**
- **delivery of health care**
- **aspects of social and psychological treatment.**

Relevance of Behavioural Sciences to Medicine

- **Behavioural and social factors** are important in planning for health care with assessment and treatment of both physical and psychiatric disorder
- **Cultural factors** play a role in the behaviour of the patient and treatment
- **Psychological tests** help in the psychiatric diagnosis

Methods of Studying Human Behaviour

- Observation
- Questionnaires
- Structured Interviews
 - Check lists
 - Rating scales
 - Self-rating Scales
- Psychometric Tests
- Psychophysiological Techniques

Data Sources

- Official Reports
- Institution Reports
- National and local data

Determinants of Behaviour

- **Biological determinants**
 - *Genetic Influences*
 - *Growth and developmental Influences*
 - *Biochemical Influences*
 - *Psychophysiological parameters*
- **Learning (conditioning)**
- **Sociocultural factors**
- **Psychosocial factors**

Biological Determinants of Human Behaviour

- Behaviour is biologically determined
- The complexity of human behavior is related to the complexity of its nervous system.
- Generally, humans with complex nervous systems have a greater capacity to learn new responses and thus adjust their behavior.

Development of Behaviour

- Development continues throughout life
- The nature and rate of development is subject to change
- Development most rapid and important during childhood
- In adulthood the rate of development much slower than earlier years

Development of Behaviour

- Before birth **the foetus** can behave spontaneously and can respond to stimulation and can be conditioned to sounds
- At birth **the neonate** is a complex mixture of competence and incapacity; all vital organs are formed and functional; can see, hear, smell, cry and move its extremities
- The **neonate** has a range of reflexive behaviour .
(Rooting reflex in response to touching the cheek)

Development of Behaviour

- **Infants** development is described by “Norms”
(Norms mean the approximate ages at which skills such as physical, language, and social skills develop)
- Both biological and environmental factors work in harmony to determine patterns of behavior
- From birth **children** show individual differences in every measurable aspect of behavior
- **Individual differences** are determined by genetic factors and by events during pregnancy, at birth and immediately afterwards.

Thank you