

# Socio-culture and Psychological Determinants of Behavior

# DESCRIPTION

- This chapter will discuss the socio culture and psychological variables such as motivation, perception that influence behavior.



# OBJECTIVES



## **General objective:**

Student can explain the socio culture and psychological variables such as motivation, perception that influence behavior

## **Specific objectives :**

- Student can explain the influence of socio culture on health behavior
- Student can explain the influence of perception on health behavior
- Student can explain the influence motivation on health behavior

# Socio-cultural aspects covers:

- Sociology
- Anthropology
- Psychology
- Another social sciences  
(economy, mass communication, law,  
etc)



# Society



***GL Gillin & JP Gillin :***

A big group of people who have habits, attitudes, traditions, and the same feeling of unity

***Elements of society :***

1. Social unity
2. Social institutions

***Koentjaraningrat , 1996***

# Culture

Culture is overall strength and the result of human behavior, that is arranged by pattern behavior which must be acquired by learning process and it provide in the community

**Koentjaraningrat, 1996**



# THE UNIVERSAL ELEMENTS OF CULTURE

Cultural elements that always be found in all culture in the world :

1. Religiosity system
2. Community organizations system
3. Knowledge system
4. Language
5. Art
6. Livelihood
7. Technology & equipment



# Why does the health worker must study socio-cultural?

→ Most of the health behavior related with socio-cultural elements





# A concept to study the culture in society:

1. Avoid the ethnocentrism. It is the attitude that claimed the other behavior is worse than the own culture.
2. The community who live in their own culture usually are not aware belonging the culture, except if they entering the other culture
3. Variability on cultural change (the ones more difficult to change than another)
4. Cultural elements are interrelated

# Socio-cultural aspect that influence healthy behavior and health status

1. Age
2. Sex
3. Job
4. Socio-economic
5. etc



# Social Factors that influence to health behavior (H. Ray Elling, GM Foster)

1. Self concept
2. Group's image
3. Individual identification toward their social group

# Cultural aspect that influence health status

1. The influence of tradition
2. The influence of fatalistic attitude
3. The influence of ethnocentric attitude
4. The influence of the esteem status
5. The influence of norm
6. The influence of value
7. The influence of cultural elements that learned in the beginning of socialization process
8. The influence of innovation consequences

# Socio-cultural change are divided into :

- The SOONER and LATER change
- SMALL and BIG influences
- PLANNED and UNPLANNED change

# THE REQUIREMENT OF INOVATION:

- Perceived need to change of the community
- The change must be understand and controlled by the community
- The change can be learned
- The change giving the benefit in the future
- The change do not alter the individual prestige and groups

# The basic condition of individual to have willingness to change their health behavior (GM Foster)

- Individuals should be aware of the need for change
- Individuals must get the information about how is the need can be fulfilled
- Individuals know where is the service, that need can be fulfilled and cost
- Individuals do not get the negative punishment

# Perception and Motivation that Influencing Health Behavior



**“ WE DON’T SEE THINGS AS THEY ARE,  
WE SEE THINGS AS WE ARE.”**

# Word Color Test

In this test **DO NOT READ** the words,  
say aloud the COLOR of each word.

**YELLOW BLUE ORANGE**

**BLACK RED GREEN**

**PURPLE YELLOW RED**

**ORANGE GREEN BLACK**

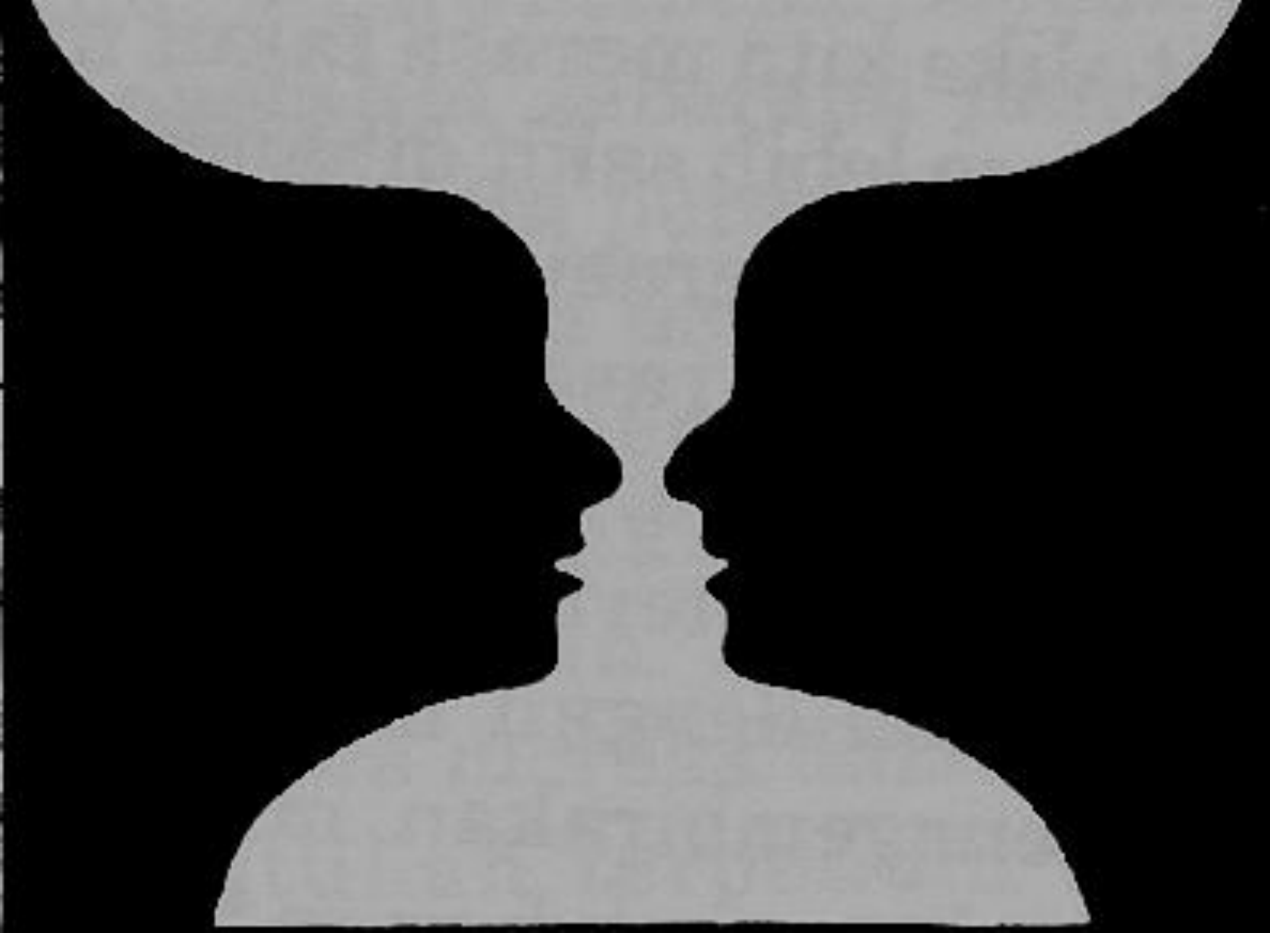
**BLUE RED PURPLE**

**GREEN BLUE ORANGE**

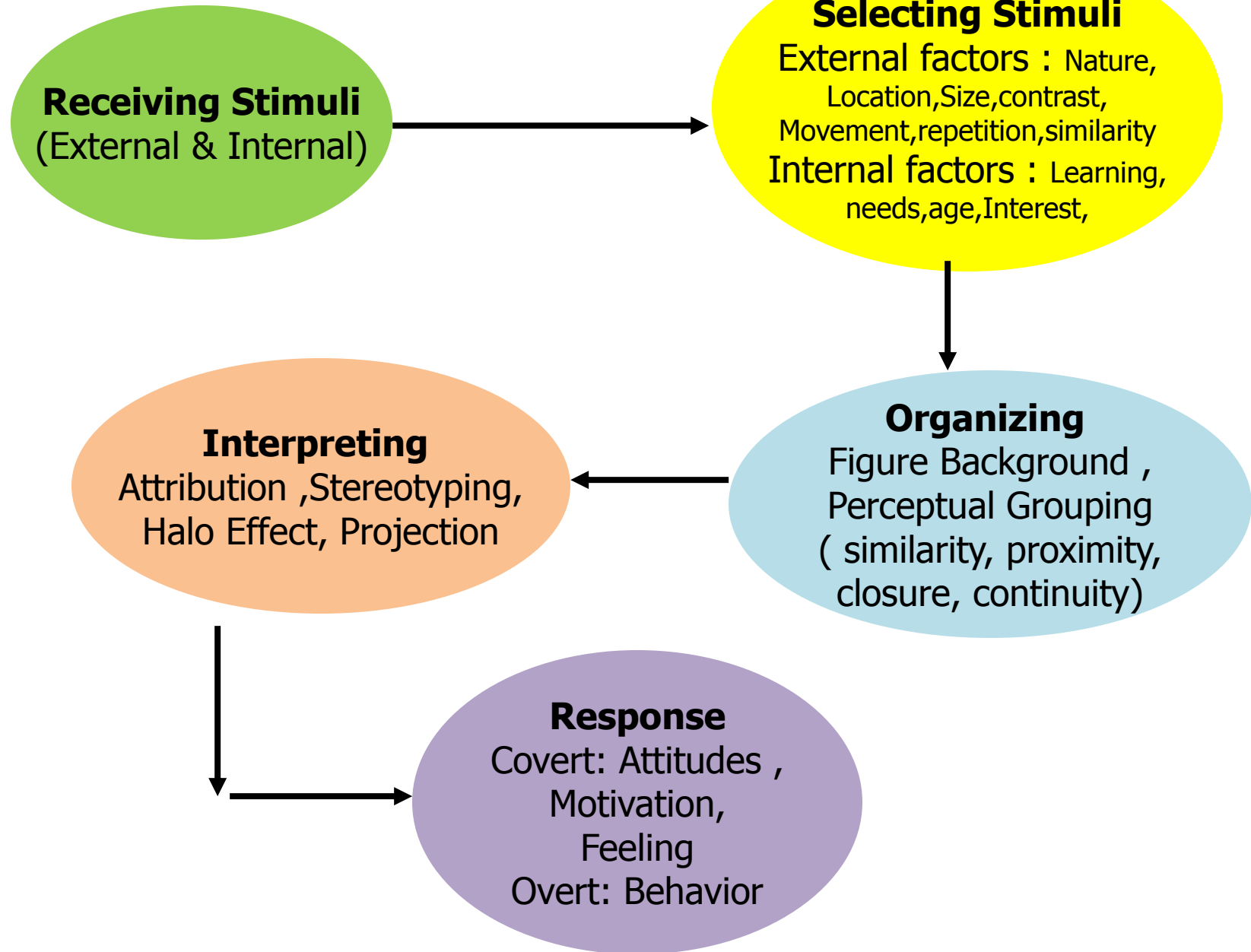


# Perception

- The process we use to interpret sensory data (Lahlry, 1991).
- Sensory data comes to us through our five senses.

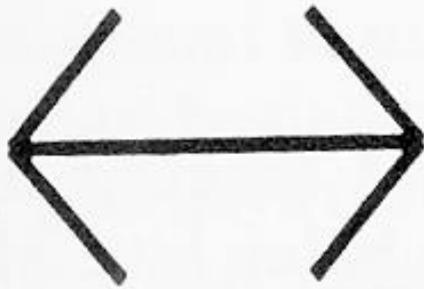


# Perceptual Process



# The Type of Perception Influence

- **STRUCTURAL EFFECT**  
Physical aspects of stimuli that come to someone
- **FUNCTIONAL EFFECT**  
Psychological factors that influence the perception of someone subjectivity

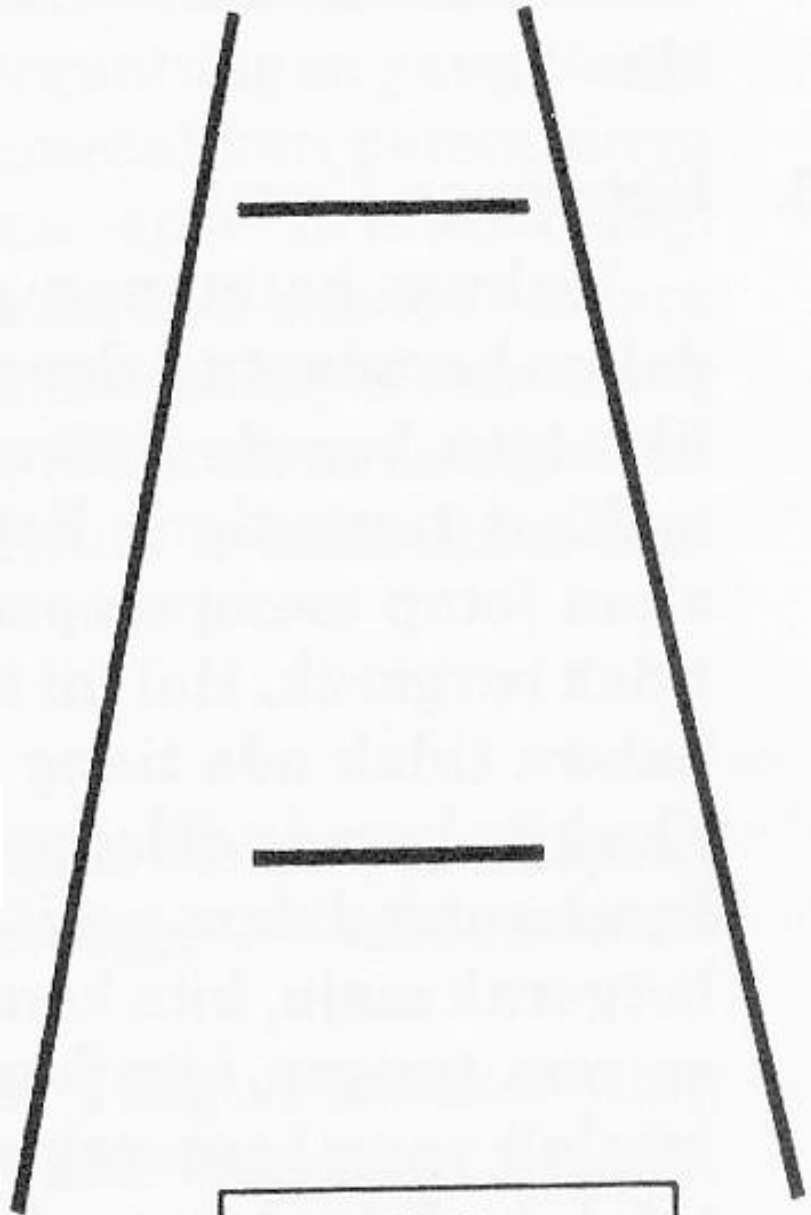


A



B

Muller-Lyer Illusion



Ponzo Illusion



# The Factors that Influenced Perception

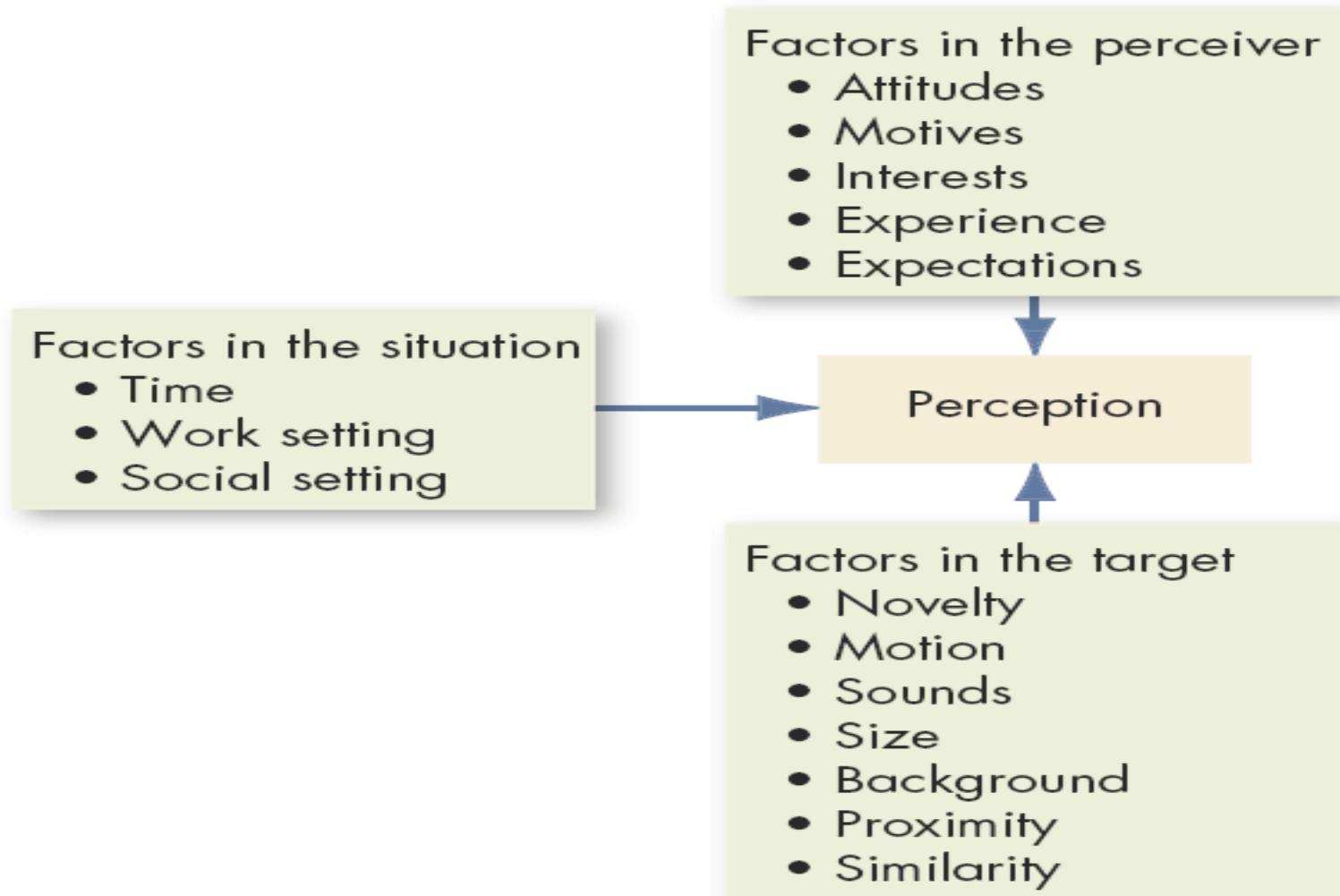
## External factors

- Contrast
- Intensity
- Repetition
- Something new (novelty)  
Something that attended by many people

## Internal factors

- Experience / knowledge
- Hope / expectation
- Needs
- Motivation
- Emotion
- Culture

# Factors that Influence Perception



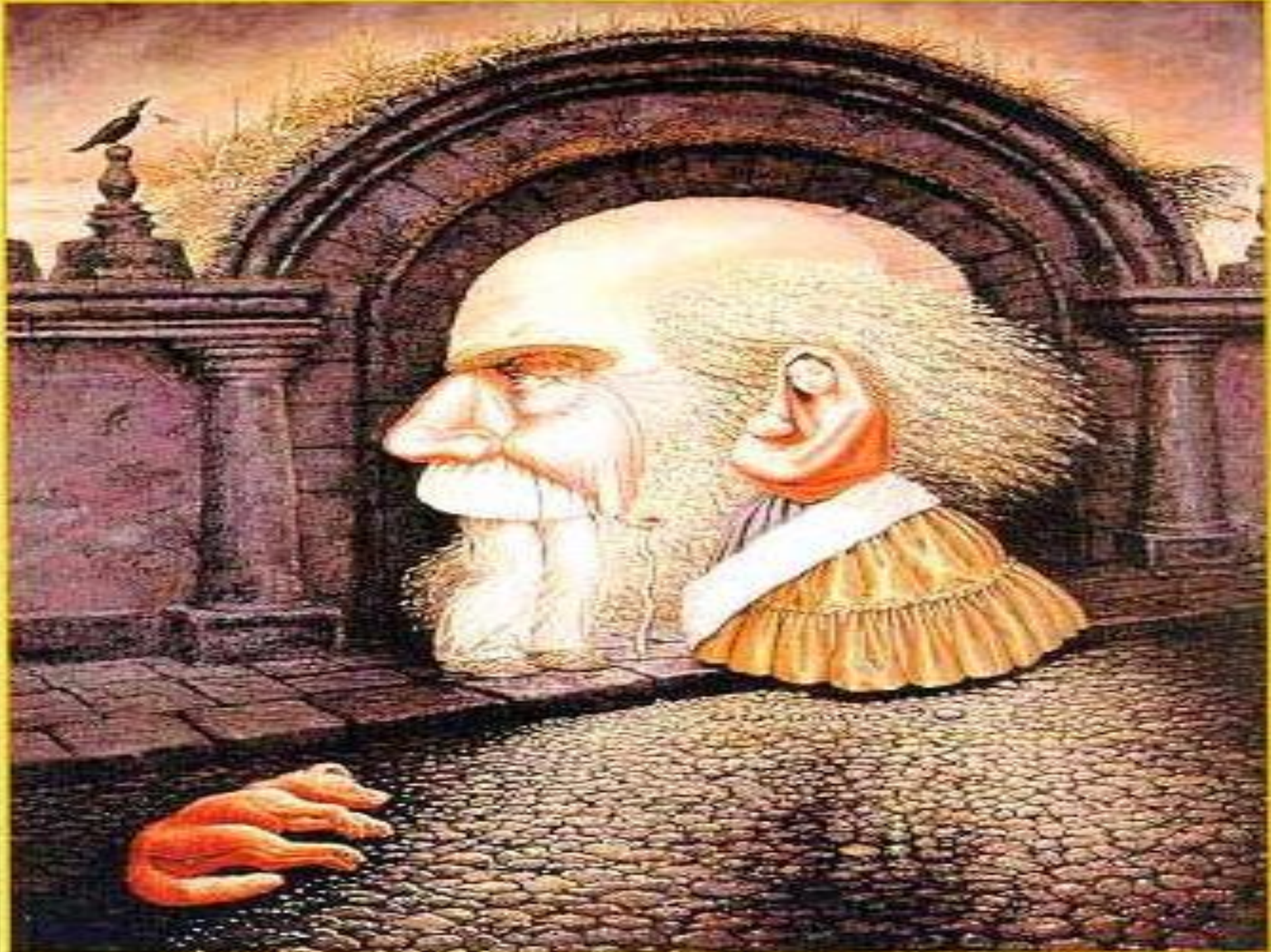
In perceiving an object of observation, the stimulus will be organized under the laws of grouping

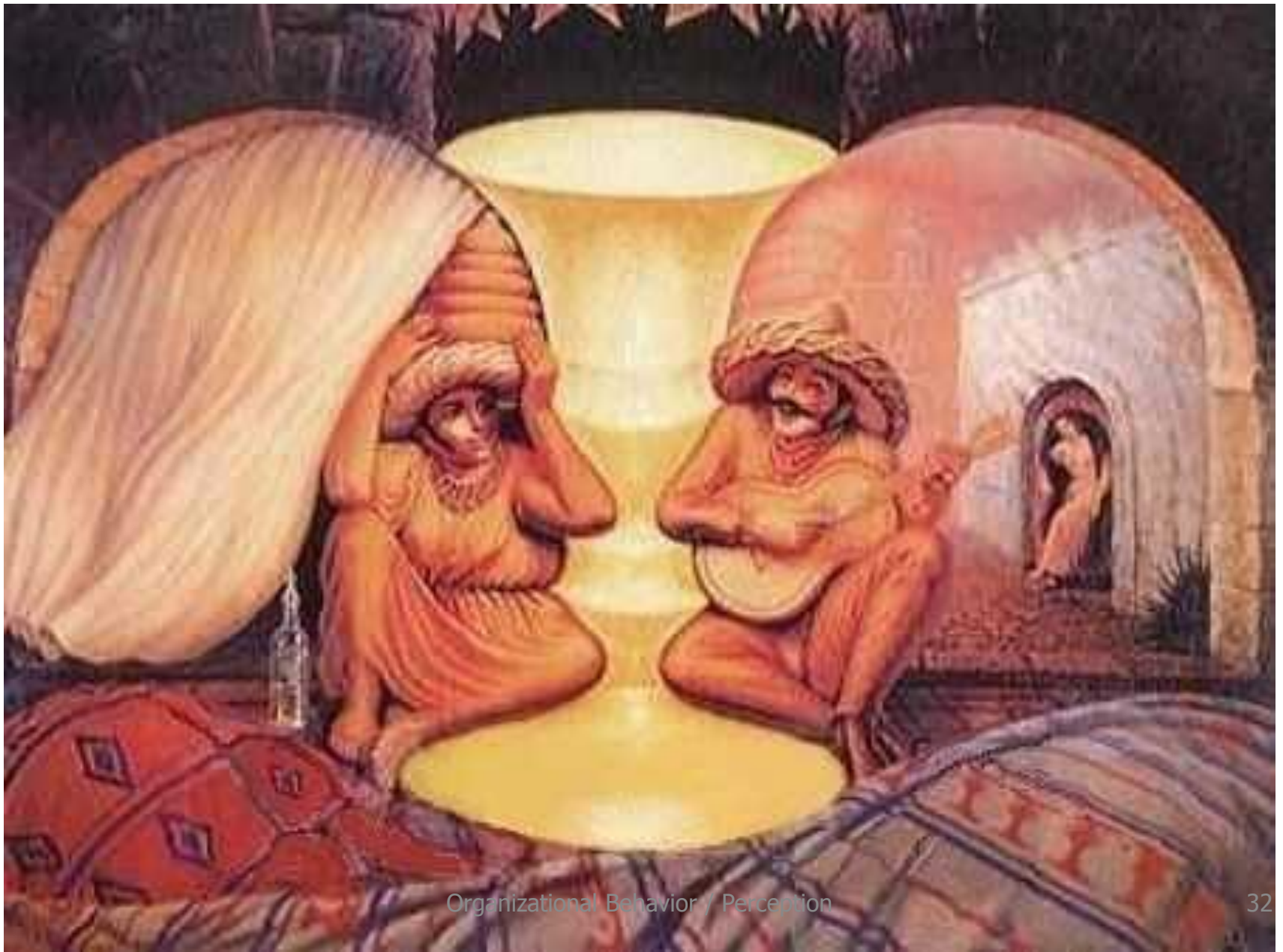
- proximity
- similarity
- simplicity
- good figure
- continuation
- law of closure
- law of common fate

**“THE OPPORTUNITY IS NOWHERE”**

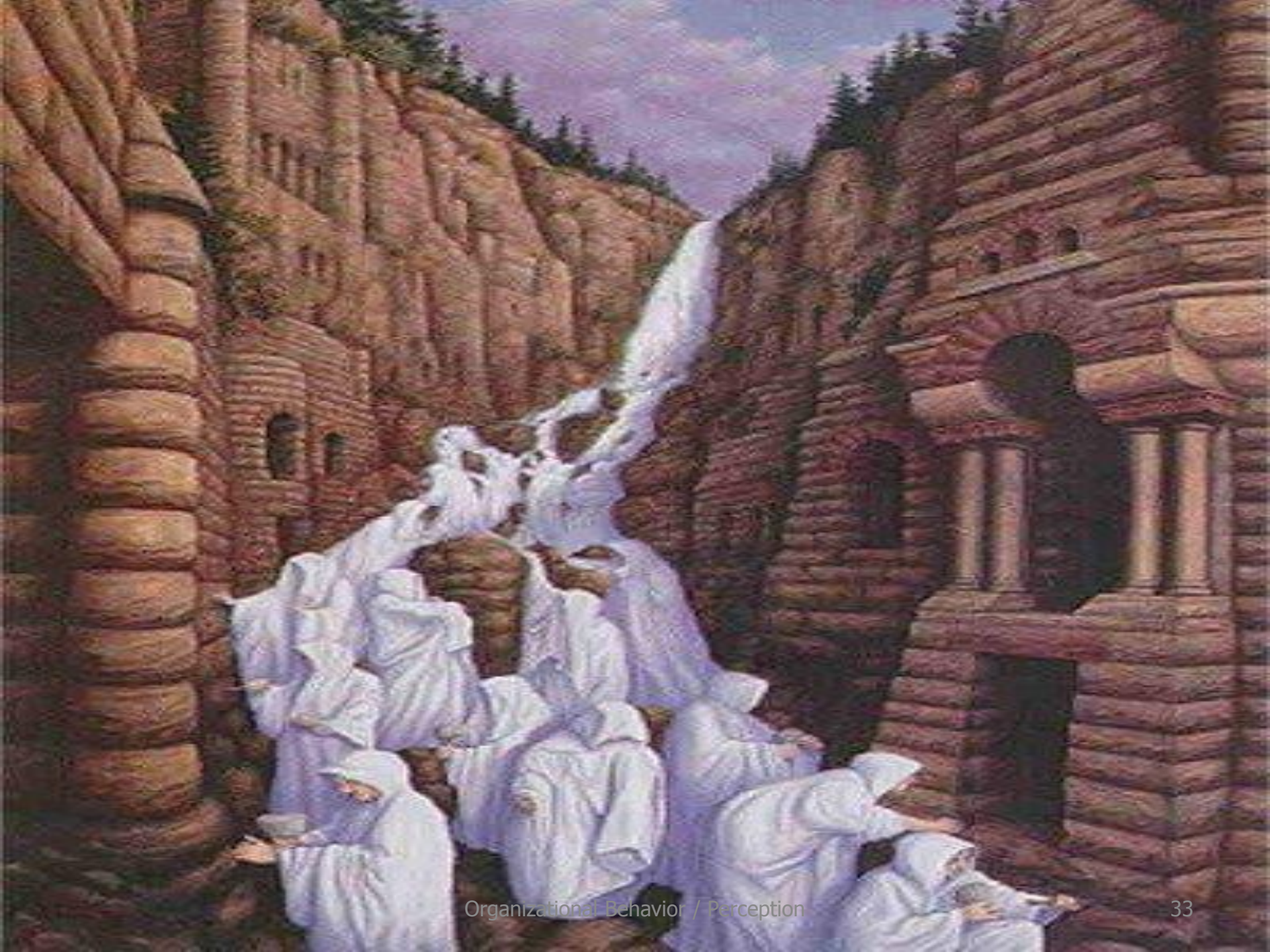








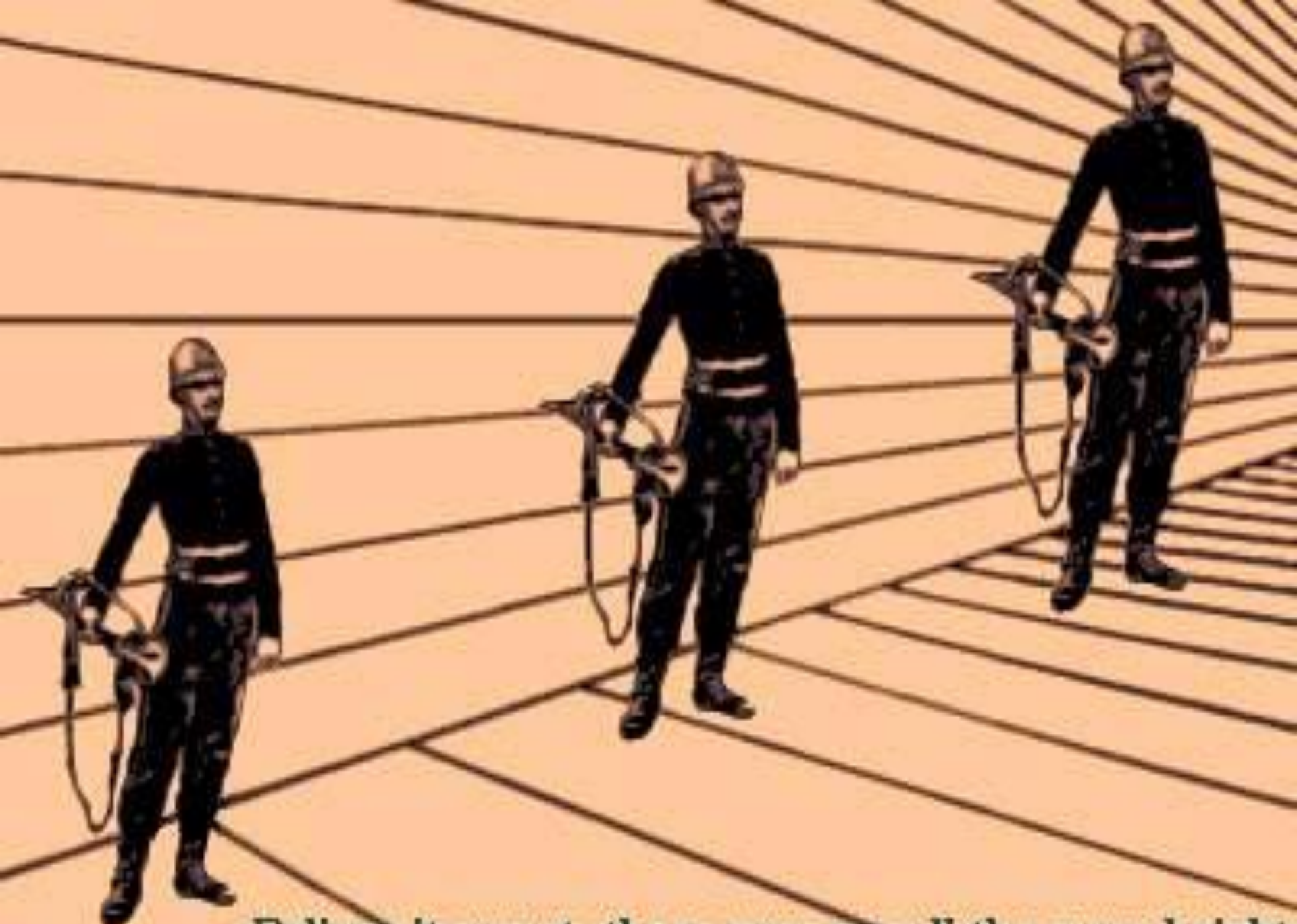












Believe it or not, these guys are all the same height



A green rectangular sign with rounded corners and a white border, mounted on two wooden posts. The sign features the word "Motivation" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

**Motivation**

# DEFINITION OF MOTIVATION

- "to move"
- Power that moves someone to action
- A group of phenomena that affect the nature, strength, determination & human behavior (Quinn, 1995)
- The interaction between people and environment that increasing, decreasing or maintaining the behavior (John Elder, et al, 1998)



# Motivation Approach

1. Intrinsic approach
2. Fulfilled of Needs Approach
3. Incentives approach
4. Arousal approach
5. Cognitive approach



# Motivation to healthy behavior

- Skill deficit → training
- Performance deficit → reinforcement to improve behavior, punishment to reduce behavior



# Healthy Behavior is Difficult, because:

- Impact is happened in a long period of time
- It may not affect a disease, only to prevent
- It is more difficult to motivate healthy people than sick people.
- Environment is very influential

# References

- Kontjajaningrat. Pengantar Ilmu Antropologi Jilid 1. Rineka Cipta. Jakarta. 1996
- Notoatmodjo, Soekidjo. ***Promosi Kesehatan; Teori dan Praktek***. PT Rineka Cipta. Jakarta. 2005

Thanks much!