



PBS seminar series: 14 October 2020, online

Speaker: Marco J Haenssgen

Behaviour in context: perspectives from global sustainable development on the contextual dimensions of health behaviour change

Abstract: “Context matters” is a cliché, and yet the importance of contextual factors is routinely neglected in the design, implementation, and evaluation of behavioural interventions. In this talk, I will outline interdisciplinary perspectives from global sustainable development that help broaden the consideration of human behaviour beyond the common focus on reflective and automatic motivation. Against the backdrop of global health, we will explore how human behaviour (treatment seeking and service provision) arises as a response to hardship and struggle on the one hand, and as a form of resistance on the other hand. I will exemplify this role of contextual factors in health interventions through cases of health communication, diagnostic interventions, and mHealth – building on an ongoing programme of work towards more context-sensitive behavioural interventions and health policy.

Bio: [Dr Marco J Haenssgen](#) is Assistant Professor in Global Sustainable Development at the University of Warwick, where he conducts mixed-methods research with a geographical focus on Asia. His current research agenda investigates the social dimensions of antimicrobial resistance, human behaviour in the context of social, political, and technological change, and the intended and unintended consequences of health interventions.