

## Journal of health and social behavior

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20471149&lokasi=lokal>

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### Abstrak

**ABSTRAK**

The field of medical sociology has developed rapidly in recent years in sophistication of conceptualization and research techniques. Nonetheless, there remains a considerable amount of "unexplained variance" in knowledge about health and illness behaviors. This paper asserts that to grow further, medical sociology should become more interdisciplinary in conceptualization and design of research projects. The application of research findings from the field of psychoneuroimmunology to explain the effects of placebos as a form of magic is used as an illustration.