

Adoption of Critical Health Practices in Rural India

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Background: In rural India, many modern health practices have not been adopted by hospitals. The barrier is typically a combination of resistance to change and ability to make change

Data: Data was collected on over 9,000 government officials about their attitudes, perceptions, ability, and intent. Data also include advice and influence networks

How Agent Based Models Apply: The goal is to maximize the adoption of health practices. Agent based models can explore the ranges of adoption we can expect to see, given the real distribution of data



Using *Behavior Search*, we can determine the interactions between each of these psychological factors and their relation to realized behavior

