Normalizing health values in the socialization process
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Abstract
The values are the frameworks to legitimize human behaviors and to conceptualize socio-cultural phenomena. Normalizing human behavior values are formed through three main bases including cognitive, motivate, and arbitrary ones. Therefore, the normative values would shape through cognitive, motivate, and arbitrary foundations. Behavior formation and stabilization happen in the process of socialization. The socialization is the complex learning process based on reciprocal interactions through which individual behavior is moderated so as to meet the group expectations. In other words, the socialization changes the behavior values to normative behavior. Thus, the health behaviors values can be normalized through socialization.

Keywords: Value, Health, Norm, Socialization

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