“the core areas of behavioral and social sciences research are those that have a major and explicit focus on the understanding of behavioral or social processes, or on the use of these processes to predict or influence health outcomes or health risk factors.

it is designed to elucidate knowledge about underlying mechanisms and processes, knowledge that is fundamental to improving the understanding, explanation, observation, prediction, prevention, and management of illnesses, as well as the promotion of optimal health and well-being.

In HIV/AIDS research, basic BSSR furthers the understanding of vulnerable populations and risk environments, identifies opportunities and targets for intervention, and improves measurement in these domains.

A behavioral economicperspectivepostulatesthatpeoplearenotstrictly rational and tend tofavor heuristicdecision-makingstrategies that followa common set of biases. These biases include present-bias, a tendency to attend to short-term interestsrather thanlong-termgoals,aswellasinformation salience, a tendency to focus on recent or memorable experiencesover all available information.

The challenge with these BSSR approaches is that their impact has not always been sustained.

.Research is also needed regarding how best to sustain the impact of behavioral and social risk reduction, at both the individual and population levels.

Supportive BSSR refers to behavioral and social science efforts to support and strengthen the development andclinical testingofbiomedical approaches toHIV/AIDS prevention, treatment, and cure