

## Glossary

### **Complementary Alternative Medicine (CAM):**

Is defined by the Cochrane Complementary Medicine Field Group as practices outside the domain of mainstream medicine, that complement it “by contributing to a common whole, satisfying a demand not met by conventional practices and diversifying the conceptual framework of medicine” (Ben-Ayre et al., 2006).

### **Demographic:**

Demographics is a shorthand term for 'population characteristics'. Demographics include age, income, gender, educational attainment, home ownership, employment status, and even location. Demographics is used in medical research, marketing research, opinion research, political research, the study of consumer behaviour (Wikipedia, 2005).

### **Epidemiological:**

The branch of medicine that deals with the study of the causes, distribution, and control of disease in populations (Answers.com, 2005).

### **Ethnological:**

The science that analyzes and compares human cultures, as in social structure, language, religion, and technology; cultural anthropology (The Free Dictionary, 2005).