

SBCC Theory and the Social – Ecological Model

Individual Level Theory of Planned Behavior (TPB)

Individual

Health Belief Model

Theory of Planned Behavior

Stages of Change

Theory of Human Motivation

Interpersonal

Dialogical Approaches or Theories

Social Learning Theory

Diffusion of Innovations

Community/Social

Social Movement Theory

Social Network Theory

Media Theories

Social Convention Theory

Theory of Gender and Power

Summary-Focus

The Theory of Planned Behavior¹ examines the relations between an individual's beliefs, attitudes, intentions, behavior, and perceived control over that behavior. This theory posits that **behavioral intention** is the most important determinant of behavior. Behaviors are more likely to be influenced when: individuals have a positive attitude about the behavior; the behavior is viewed positively by key people who influence the individual (**subjective norm**), and the individual has a sense that he/she can control the behavior (**perceived behavioral control**).

The TPB and the associated Theory of Reasoned Action (TRA) assume all other factors (e.g., culture, the environment) operate through the models' constructs, and do not independently explain the likelihood that a person will behave a certain way. The TPB differs from the TRA in that it includes one additional construct, *perceived behavioral control*; this construct has to do with people's beliefs that they can control a particular behavior and was added to account for situations in which people's behavior, or behavioral intention, is influenced by factors beyond their control. This addition came with the argument that people might try harder to perform a behavior if they feel they have a high degree of control over it. In other words, people's perceptions about controllability may have an important influence on behavior.

Key Concepts

- **Behavioral intention:** Perceived likelihood of performing behavior
(Are you likely or unlikely to perform the behavior?)
- **Attitude;** Personal evaluation of the behavior
(Do you see the behavior as good, neutral, or bad?)
- **Subjective norms:** Beliefs about whether key people approve or disapprove of the behavior; motivation to behave in a way that gains their approval.
(Do you agree or disagree that most people approve of/disapprove of the behavior?)
- **Perceived behavioral control** (**Very similar to Bandura's "Self-efficacy"**): Belief that one has, and can exercise control over performing the behavior
(Do you believe performing the behavior is up to you, or not up to you?)

References; National Institutes of Health, 2006; Ajzen, 1985; Fishbein & Ajzen 1975,1980.

¹ Fishbein and Ajzen's Theory of Reasoned Action (1980) became TPB when the concept of "perceived behavioral control" was added. For more info, see: http://www.utwente.nl/cw/theorieenoverzicht/Theory%20clusters/Health%20Communication/theory_planned_behavior.doc/