Theory of Reasoned Action (TRA)
Theory of Planned Behaviour (TPB)
Integrated Behavioural Model (IBM)

Health Behaviour and Health Education, Glanz et al., Chapter 4

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The Theories

- TRA, TPB & IBM are essentially one theory that has evolved over time
- TRA developed first; after the addition of perceived behavioural control to the model, TPB was developed
- TPB was expanded to include components of other theories of behaviour
- IBM = most recent version
  - Includes constructs from TRA and TPB, and other theories of behaviour

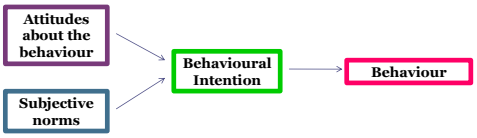
Theory of Reasoned Action

- Developed by Ajzen & Fishbein in 1980

Basic Assumptions:
- People are rational and will make predictable decisions in specific circumstances
- An "intention to act" is the most important determinant of behaviour
- We do not always act the way we intend to

Two Variables

Theory of Reasoned Action:
Attitudes + Subjective Norms = Intention (leads to behaviour)

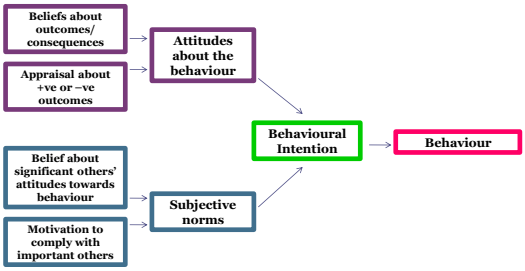


Two Variables

1) **Attitudes**
- Beliefs about the consequences of the behaviour
- Appraisal of positive and negative aspects of adopting or changing a behaviour

2) **Subjective Norms**
- What "significant others" do and expect
- The degree to which someone wants to conform to others' behaviours or expectations

Two Variables



Theory of Reasoned Action

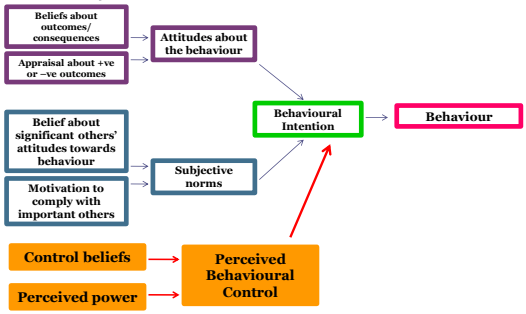
- Predicts a person will adopt, maintain or change a behaviour if they believe:
  - the behaviour will benefit them
  - the behaviour is socially desirable
  - there is social pressure to conform to the behaviour
  - the opinion of others matters to them
- In practice, two methods of impacting behaviour are to influence attitudes and exert social pressure

Theory of Planned Behaviour

- A third factor influencing behavioural intention was added to the Theory of Reasoned Action = Behavioural Control

Behavioural control = control beliefs + perceived power

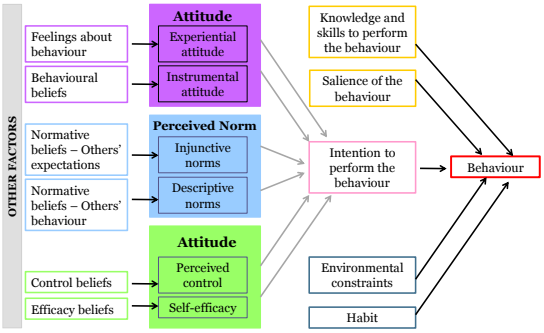
Theory of Planned Behaviour



The Integrated Behavioural Model

- Most important behaviour (in all 3 models) is ***intention to perform***
- ***Behavioural intention*** is determined by:
  - Attitude toward the behaviour
  - Perceived norm
  - Personal agency
- To design effective interventions to influence behavioural intentions, must determine:
  - degree to which intention is influenced by attitude, perceived norm and personal agency
- Applied as a framework to identify specific belief targest for behaviour change interventions
  - condom use & HIV/STD-prevention behaviours

Integrated Behavioural Model



Integrated Behaviour Model

- Specify the behaviour with respect to:
  - Action, Target, Context, Time
- Conducting in-depth, qualitative elicitation interviews with audiences
  - Cross-cultural context
  - Broad populations
- Use elicitation findings to design survey instrument to measure IBM constructs
- Confirm that IBM measures explain behavioural intention and which construct for intervention
- Use findings to analyze and identify beliefs that may be targets to strengthen behavioural intention and lead to likelihood of behaviour performance

Elicitation Interviews

- Conducted with a sample of at least 15-20 people from each target group
  - Half performed/intend to perform behaviour
  - Half did not perform the behaviour
- Ask 4 types of questions:
  - +ve or –ve feelings about performing the behaviour
  - +ve or –ve attributes/outcomes of performing the behaviour
  - Individuals/groups to whom they might listen to who are in favour of or exposed to their performing the behaviuor
  - Situational/environmental facilitators and barriers that make the behaviour easy or difficult to perform

The Value of IRA, TPB & IBM

- All three provide theoretical framework from which to:
  - understand behaviours
  - identify specific beliefs to target
- BUT remember, they are not theories of communication