

Theory of Reasoned Action, Theory of Planned Behaviour, and Integrated Behavioural Model

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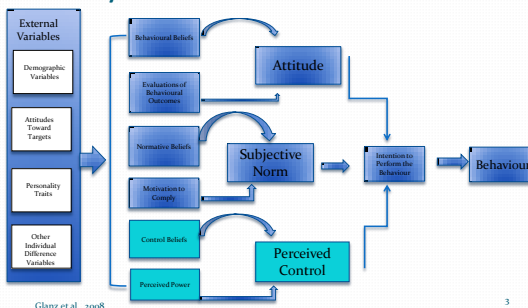
Background

- Theory of Reasoned Action (TRA) & Theory of Planned Behaviour (TPB) both assume that behavioural intention is the best predictor of a behaviour
- Both TRA & TPB explain variances in behavioural intention and can predict behaviour, including health behaviour
- Integrated Behavioural Model (IBM) includes constructs from both TRA & TPB and other theories

Glanz et al., 2008

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Theory of Reasoned Action & Theory of Planned Behaviour



Glanz et al., 2008

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Measures of TRA & TPB Constructs

TRA

- Individuals' behavioural beliefs and evaluations of each outcome are measured on a bipolar scale
- Quitting Smoking, eg., Outcome = Gaining Weight
- Behavioural Belief = "If I quit smoking, I believe it is *unlikely* that I will gain weight." (score of -3)
- Evaluation of Outcome = "If I gain weight, that would be very bad." (score of +3)
- Belief-Evaluation product score = +9
- Belief that performing behaviour will not result in negatively valued outcome.

Glanz et al., 2008

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Measures of TRA & TPB Constructs

- Normative beliefs – rate the degree individual believes best friend thinks he should quit smoking vs. not (-3 to +3)
- Motivation to comply – (1-7 score) rate agreement vs disagreement with statement
- $SN = NB(\text{each referent}) \times MTC(\text{with that referent}) +$ (across all referents)

TPB

- Control beliefs (score -3 to +3) Personal Power (Rate)
- Perceived Behavioural Control = sum of CB x PP

Glanz et al., 2008

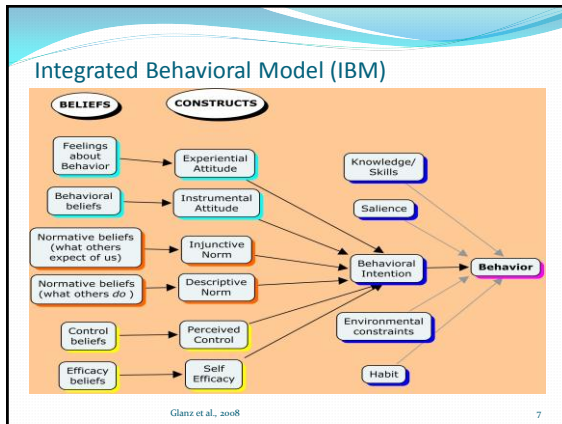
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Using and Testing TRA/TPB

- Study design should be prospective, not cross-sectional
- Must first consider the relative weights of the three **constructs** that determine intention and behavior
 - Ex. from Glanz: Colonoscopy intention under primarily **normative** control
- Once constructs have been weighed, identify the underlying **beliefs** that will serve as the target(s) for intervention

Glanz et al., 2008

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Elicitation

- A key process for understanding the behavior from the perspective of the target population
- Should conduct interviews with target population(s) to determine relevant beliefs associated with the behavior of interest
- Ideally, individuals will be interviewed until “saturation” has been reached
- “the elicitation process is exactly what makes the model applicable to all cultures (Glanz et al. p. 8)”
- Do you agree?

Glanz et al., 2008

Applications of the IBM, TRA/TPB, to Diverse Behaviours and Populations

- Very different behavioural, normative, efficacy, and control beliefs affects one’s intention to engage in different behaviours
- Between behaviours, relevant behavioural beliefs are likely to be very different
- Additionally, behavioural beliefs can be different between different populations.
- In order to analyze these behaviours, you must actually go to the population for full understanding of their behaviours.
- Interviews of the population are highly essential at this point
- This process allows the IBM, TPB and TRA to be highly applicable to all cultures.

Glanz et al., 2008

Tips for Performing Elicitation Interviews

- Interviews to identify relevant behavioural outcomes, referents, environmental facilitators and barriers for each particular behaviours and population under investigation is best done in the formative phase of an intervention project.
- Sample should contain 15- 20 individuals
- The four types of questions that should be used in an interview:
 1. Positive or negative feelings about performing the behaviour.
 2. Positive or negative attributes or outcomes of performing the behaviour.
 3. Individuals or groups to whom they may be influenced by
 4. Situational or environmental facilitators and barriers that make the behaviour easy or difficult to perform

Glanz et al., 2008

Use of Findings

- Used to design a culturally appropriate survey instrument to measure IBM constructs.
- Once the questionnaire is implemented the findings can analyze and identify specific behavioural, normative, and efficacy beliefs
- These in turn are analyzed to see which one would be the best target for intervention to strengthen behavioural intention and lead to greater likelihood of behaviour performance

Glanz et al., 2008

Case Study

Application of an Integrated Behavioural Model to Predict Organic Waste Management of those enrolled in the Health Promotion Strategies class.

Sampling Strategy
Individuals targeted by the study are 1st year Health Promotion students.

Glanz et al., 2008

Case Study

Approximately 16 students, half of whom have performed or intended to perform organic waste management while at school (using green bins). And half of whom have not used organic green bins when throwing away food.

Glanz et al., 2008

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Elicitation Interviews

- **Experiential Attitude:** What do you like/dislike about properly managing organic waste? **Instrumental Attitude** What are the pluses of you performing organic waste management?
- **Normative Influence** Who would support your management of organic waste?
- **Perceived Control** What things make it easy for you to properly manage organic waste?
- **Self-Efficacy** : What kinds of things would help you properly manage organic waste?

** Once you have analyzed your survey, it is important to determine which beliefs are the most important and are most likely to have the greatest impact on intention.

Glanz et al., 2008

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