

INTEGRATED BEHAVIORAL MODEL

IBM

aka
Integrated Behavioural Model

TOO MANY THEORIES, SO MANY CONSTRUCTS

FISHBEIN AND AJZEN

THE THEORY OF PLANNED BEHAVIOR (AJZEN, 1991)

from <http://courses.umass.edu/psych586/>

enter **Bandura**

- Bandura's contribution: construct of **personal agency**

2002: THE BIRTH OF IBM

Glanz et al., 2008

BEHAVIOR

but I meant to use the condom...

INTENTION is the most important determinant

INTENTION TO BEHAVIOR

4 components mediating behavior

1. knowledge and skills to perform the behavior
Hmmm. I never know if it's inside out or not
2. salience of the behavior
Aren't condoms for people who have STDs?
3. environmental constraints
I have one down the stairs, up the street, in the car
4. Habit
We never use one. Why start tonight?!

THREE MAIN CONSTRUCTS OF IBM

Attitude

Perceived Norms

Personal Agency

ATTITUDE

- Composed of **cognitive** and **affective** (emotional) aspects

ATTITUDE

- **Experiential Attitude:** your emotional response to performing a certain behavior
Condoms are just simply NO FUN.
- **Instrumental Attitude:** your cognitive response to performing the behavior; this is shaped by your beliefs about outcomes of behavioral performance
Condoms prevent pregnancy. That's a good plan for now.

PERCEIVED NORM

- Social pressure you feel to perform or not perform a behavior
- Composed of injunctive and descriptive norms

PERCEIVED NORMS

- **Injunctive norm:** subjective norm; normative beliefs about what others think you should do and the motivation to comply
Condoms protect you from pregnancy and STDs. Just use them.
- **Descriptive norm:** personal network norms; normative beliefs about what others in the social and personal networks are actually doing
But Kat uses withdrawal. That's working for her.

PERSONAL AGENCY

- your **own** influences on your **own** functioning and environmental events with respect to intention to perform a behavior (Bandura)
- composed of **2 constructs:** perceived control and self-efficacy

PERSONAL AGENCY

- **Perceived control:** is your belief in how much control you have over performing the behavior
It's so hard when my partner isn't interested in wearing a condom.
- **Self-efficacy:** is your degree of confidence in your ability to perform the behavior despite challenges
But I know my partner will comply if I have a condom nearby.



ELICITATION

Open-ended interviews

with at least 15-20 individuals, where:

at least HALF have done the behaviour

AND

HALF have NOT

ELICITATION

Open-ended interviews wherein **this information is collected:**

1. +ve or -ve feelings regarding the behaviour
2. -ve or -ve attributes or outcomes of performing the behaviour
3. People they would listen to who are either in favour or opposed to the behaviour
4. Situational/environmental factors (barriers etc) that make the behaviour easy/difficult to perform

ELICITATION

Open-ended interviews completed



SATURATION IS REACHED



CONTENT ANALYSIS



Behavioural Attributes/Outcomes
Facilitators/Barriers
Etc.

POINTS TO REMEMBER

- IBM is cross-culturally relevant
- Mediation of 3 constructs may vary for different behaviors, for different populations
- Go to a population to understand behaviors
- Build interventions based on conceptualized attitudes, perceived norms and personal agency

APPLICATION OF IBM

- Clearly specify behavior in terms of action, target, context and time
- Gather/elicite information about the behavioral, normative, efficacy and control beliefs for that population through interviews

- Design a culturally-appropriate survey instrument that measures IBM constructs based on content-analysis of interviews
- Ensure that indirect measures assess the constructs they were designed to measure

- Carefully select specific beliefs to change/target through interventions and persuasive communications
- Consider that intervention communication could change one targeted belief in the desired direction at the expense of other important beliefs