Theories of behavior change

How people decide how to behave –

- The Theory of planned behavior
  - Incorporates internal and external factors
  - Links attitudes about a specific behavior and the implementation of the behavior
  - Focuses on intentions toward a specific behavior

Can be applied to predict behaviors

Theory of Planned Behavior

Example – build a rain garden

**Attitudes**
- Behavioral beliefs
- 
- Attitudes toward behavior

**Social Norms**
- Normative beliefs
- Motivation to comply

**Behavioral Control**
- Control beliefs
- Perceived behavioral control

**Behavioral Intent**

**Behavior/Action**

campus.extension.org
Changing Public Behavior: People and the Environment
Theory of Planned Behavior

**Example – build a rain garden**

**Focus on INTENTIONS**

- **Attitudes**
  - Behavioral beliefs
  - Attitudes toward behavior

- **Social Norms**
  - Normative beliefs
  - Motivation to comply

- **Behavioral Control**
  - Control beliefs
  - Perceived behavioral control

---

campus.extension.org
Changing Public Behavior: People and the Environment
Theory of Planned Behavior

Example – build a rain garden

- **Attitudes**
  - Behavioral beliefs
  - Attitudes toward behavior

- **Social Norms**
  - Normative beliefs
  - Motivation to comply

- **Behavioral Control**
  - Control beliefs
  - Perceived behavioral control

For me to personally build a rain garden on my property in the next two years would be: **Very unpleasant** ↔ **Very enjoyable**

Behavioral Intent

Behavior/Action

campus.extension.org
Changing Public Behavior: People and the Environment
Theory of Planned Behavior

Example – build a rain garden

**Attitudes**
- Behavioral beliefs
  - X
- Attitudes toward behavior

**Social Norms**
- Normative beliefs
  - X
- Motivation to comply

**Behavioral Intent**

**Behavioral Control**
- Control beliefs
  - X
- Perceived behavioral control

If I build a rain garden in my yard, my property value will:

- Definitely decrease       Corrected to: Definitely increase

campus.extension.org
Changing Public Behavior: People and the Environment
Theory of Planned Behavior

**Attitudes**
Behavioral beliefs
X ATTITUDES toward behavior

**Social Norms**
Normative beliefs
X Motivation to comply

**Behavioral Control**
Control beliefs
X Perceived behavioral control

**For me to personally build a rain garden on my property in the next two years would be:**

Very difficult  →  Very easy

Example – build a rain garden

campus.extension.org
Changing Public Behavior: People and the Environment
Theories of behavior change

- Behavior change drivers – three additional elements to consider:
  - Is the current behavior *habitual* or a *conscious* choice?
  - Where does the behavior fall in a *continuum of factors* influencing a person’s intentions?
  - The importance of person’s beliefs about *control* and *power*