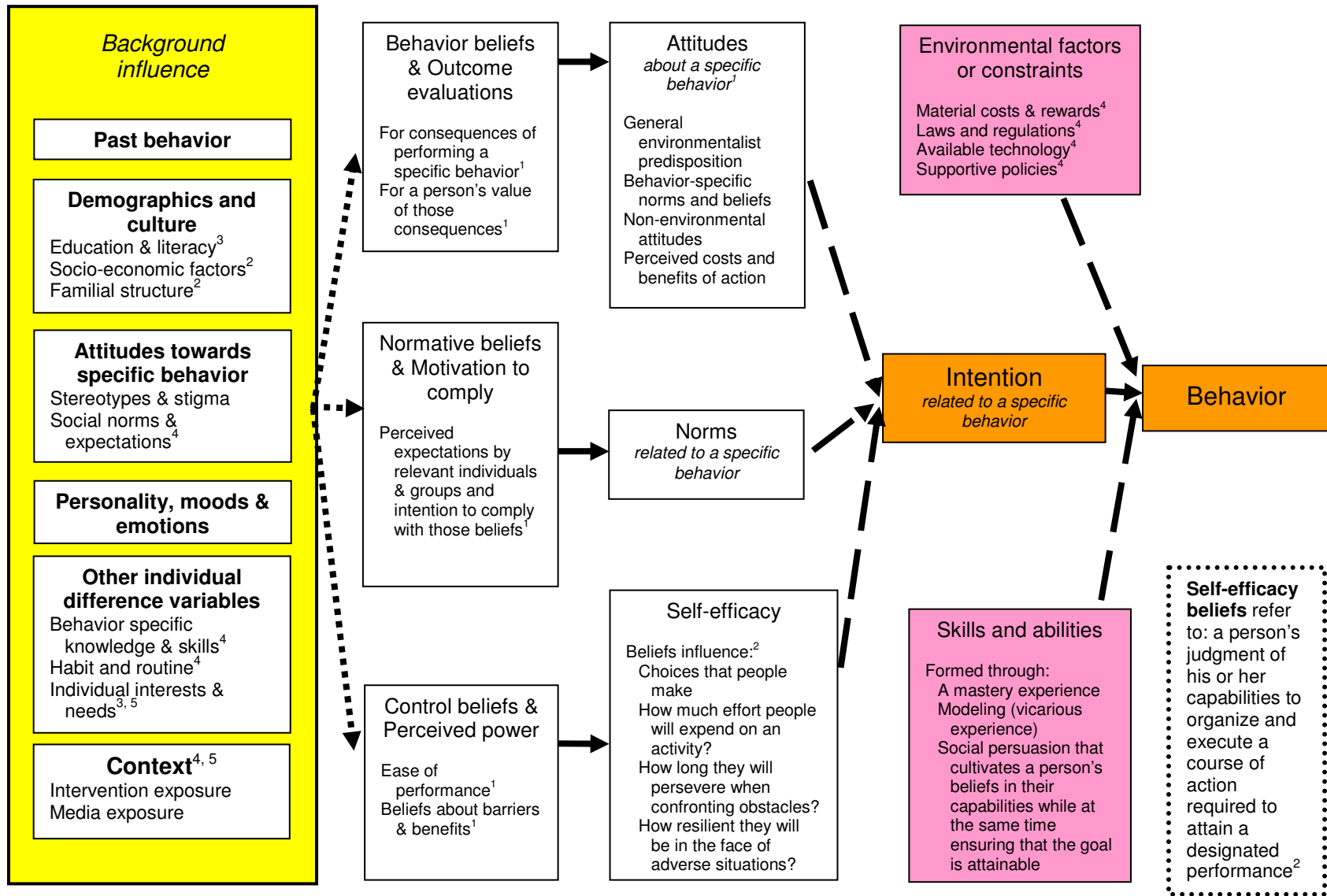


An Integrative Model of Behavior
 (Adapted from Fishbein & Cappella, 2006)



1. Ajzen & Fishbein, 2005; 2. Source: A. Bandura, 1986 and 1997 from a summary provided by F. Pajares, Emory University, <http://des.emory.edu/mfp/eff.htm>;
 3. Booth; 4. Stern et al, 1999; 5. Rogers, 2003

Tracking theories and behavior change

Referring to behavior change theories, analyze a change in behavior. Explain what you would look for or what was involved in making the change in behavior. Make notes about your own project, as they occur to you.

A personal change in behavior

What behavior did you change?

Background: As relevant to the proposed change, briefly describe yourself in terms of age, gender, education, socioeconomic status, personality, and individual interests

A hypothetical audience

Desired change: Create an environmentally sustainable lawn habitat, e.g. reduce mowing, nutrient, and pesticide needs such as by reducing the proportion of blue-grass to other plantings

Background: Middle class, well educated, water-edge property owner with a large lawn (multiple acres), cares about local lawn care norms

Background, beliefs, and context	Personal change example _____ _____	Water-edge property owner example	Your project _____ _____
Background influences			
Behavior beliefs and attitudes			
Normative beliefs and norms			
Control beliefs and self-efficacy			
Environmental factors or constraints			
Skills and abilities			