A Behavioral Study
Sequence using the Theory of Planned Behavior

Pyschosocial Barrier

“Motivating individuals to adopt practices and behaviors that are aimed at controlling low probability events that have not yet been experienced.”

Programmatic Need

- Typical programs offer only knowledge and comprehension level activities
  - These programs identify hazards.
  - These programs present information on how to lessen risks.

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- Typical programs offer only knowledge and comprehension level activities
  - These programs identify hazards.
  - These programs present information on how to lessen risks.
  - These programs DO NOT usually address beliefs and influences relative to a specific behavior.
Programmatic Need

- Typical programs offer only knowledge and comprehension level activities
- Little consultation with communities on local concerns
- Less collaboration with local target audiences on beliefs and influences associated with current behavior
- Even if consultation and collaboration, little local audience involvement in intervention

Why Use the Theory of Planned Behavior?

- Theory tested with personal behaviors with high degree of personal control.
- Theory has history of use with agricultural safety and health beliefs.
- Theory is only one carried to level of utilizing beliefs elicited as targets of intervention activities.
Theory of Planned Behavior

- Attitude Toward Behavior
- Subjective Norm
- Perceived Behavioral Control

Beliefs that behavior leads to certain outcomes
Evaluation of outcomes
Beliefs that specific referents think I should or should not perform the behavior
Motivation to comply with that referent
Control Belief concerning behavior
Perceived Power of belief

External Variables
- Demographic
- Attitude toward targets
- Personality traits

Belief Evaluation → Attitude
Belief Motivation → Subjective Norm
Belief Power → Perceived Control

Relative Influence of components

Subjective Norm
Relative Influence of components
Perceived Behavioral Control

R² also computed

Study Evolution
Topic generated by community leadership groups
Elicitation phase - open-ended questions
Pilot mail questionnaires
analysis
Open-ended question

What are the disadvantages of wearing a two-strap toxic dust/mist respirator (dust mask) every time you are in a confinement building?

Analysis of Open-Ended Questions

Responses for individual questions grouped by content analysis

Grouped responses ranked in descending order by number of responses

Grouped responses comprising 75% of total responses used in primary questionnaire.

ToPB Application

Study Evolution (cont.)

Primary Survey
- Pilot - semantic differential format
- Mail questionnaires
- Intentions for next 4 or 6 months
- Intervention

Second Survey
- Mail questionnaires
- Intentions for next 2 or 3 months

ToPB Application

Semantic Differential question format

Generally speaking, I do what my spouse thinks I should do.

Likely _______ _______ _______ _______ _______ Unlikely

Extremely Quite Slightly Neither Slightly QuiteExtremely

ToPB Application

Semantic Differential question format

My spouse thinks I should wear a two-strap toxic dust/mist respirator (dust mask) every time I am in a confinement facility for 15 minutes or more during the next six months.

Likely _______ _______ _______ _______ _______ Unlikely

Extremely Quite Slightly Neither Slightly QuiteExtremely
Research Implications on Using ToPB

- Additional data provided indicates advantages outweigh disadvantages.
- Use to date accompanied both providing an educational session, and provision of personal protective equipment. Other uses need exploration.

Most research with ToPB was directed toward “single dimension” behaviors, as necessitated by the theory. Investigation of ToPB external factors and their influence needs further exploration.

Definition of “best use” ToPB behaviors needs investigation.

ToPB might provide insight for using other psychological related models:
- Triandis’ Theory of Interpersonal Behavior - more predictor variables, habit and facilitating condition
- Cole, et al’s Latent Images - provides examples of specific situations with decision alternatives

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