Workshop
Working with the Theory of Planned Behavior
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This workshop is designed to familiarize participants with the reasoned action approach represented by the theory of planned behavior (TPB). It is conducted in seminar format with plenty of time for discussion. The first part examines use of the theory to understand and predict behavior in various domains, while the second part deals with the TPB as a framework for behavior change interventions. Examples are drawn from research related to traffic and transport behavior.

MORNING SESSION (9:00 a.m. – 11:30 a.m., with coffee break)

1. The Reasoned Action Approach
   a. Historical background: The attitude-behavior relation
   b. Basic constructs and assumptions
   c. The theory of planned behavior (TPB)
   d. Assessing the theory’s constructs and testing the TPB
   e. Empirical evidence for predictive validity
      i. Examples of research in applied domains
      ii. Meta-analytic results

2. Issues in the Prediction and Explanation of Behavior
   a. The intention-behavior gap
   b. Cognitive foundation of intentions and behavior
   c. The expectancy-value model
   d. Background factors: Intrinsic vs. extrinsic motivation
   e. Adding constructs to the TPB

3. Open Discussion: Question and Answer Period

11:45 AM – 1:00 PM Catered Lunch (Free for participants)

AFTERNOON SESSION (1:00 p.m. – 5:00 p.m., with coffee break)

1. Failures of Behavior Change Interventions
   a. The case of tobacco packaging
   b. The case of health education
   c. The case of alcohol treatment
   d. The case of physical activity
2. An Approach Based on the TPB
   a. Formative research
      i. Defining the behavior(s) to be changed
      ii. Eliciting accessible beliefs
      iii. Testing the model
      iv. Designing the intervention
   b. Intervention strategies
      i. Motivation vs. implementation
      ii. Selecting the TPB components to be changed
      iii. Identifying primary target beliefs
      iii. Identifying and dealing with control issues
   c. Empirical evidence for effective TPB interventions
      i. Sample interventions
      ii. Meta-analytic results
      iii. Using the TPB to evaluate the effects of an intervention
   d. Challenges for the TPB as a model of behavior and behavior change

3. Open Discussion: Question and Answer Period