

Workshop
Working with the Theory of Planned Behavior
August 22, 2022

Icek Ajzen
University of Massachusetts - Amherst

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. – 12:00 p.m.)

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

30 min. Coffee Break

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

12:00 p.m. – 1:30 p.m. Catered Lunch (Free for participants)

AFTERNOON SESSION (1:30 p.m. – 5:00 p.m.)

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

30 min. Coffee Break

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