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Theory of Reasoned Action

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Section A

Theory of Reasoned Action

Theory of Reasoned Action

Or Planned Behavior

- ✦ Behavioral intentions comprised of
 - Attitude toward the behavior
 - Outcome expectancies
 - Value expectancies
 - Perceived social norms
 - Awareness of expected behavior from different reference groups
 - Willingness to comply with those expectations

Theory of Reasoned Action

Or Planned Behavior

- “External” context
 - Personality
 - Demographics
 - Reference groups

Exclusive Breast Feeding

Attitude Toward EBF Behavior

- Expect
 - Child hungry, mother drained
- Value
 - Low evaluation of perceived impact

External Factors

- Demographic
- Reference groups
- Personality

Subjective Norms

- Others not approve of EBF
- Desire to comply with others = opinions

Low intention to EBF

Behavior

- likely continue supplement with water, herbs, etc.

Using
Bed Nets

Attitude Toward Bed Nets

- Expect - beauty, warmth, keep out insects, clean bed
- Value - appreciate beauty,
 - but not warmth in dry season
 - may not consider benefits worth cost

External Factors

- Demographic
Age, 25-45, low income, low education
- Reference groups
family, friends
- Personality
passive or innovative, etc.

Subjective Norms

- May not be aware of others' opinions, or others may see nets as a status symbol
- No particular pressure to comply or not

Moderate
intention to
buy net

Behavior
Likely to buy a net, but maybe not re-treat.

TRA for female youth using contraceptive

External Factors

- demographic: age, gender, education
- reference groups - peers and parents
- personality - passive, or assertive

Attitude Toward contracept. use

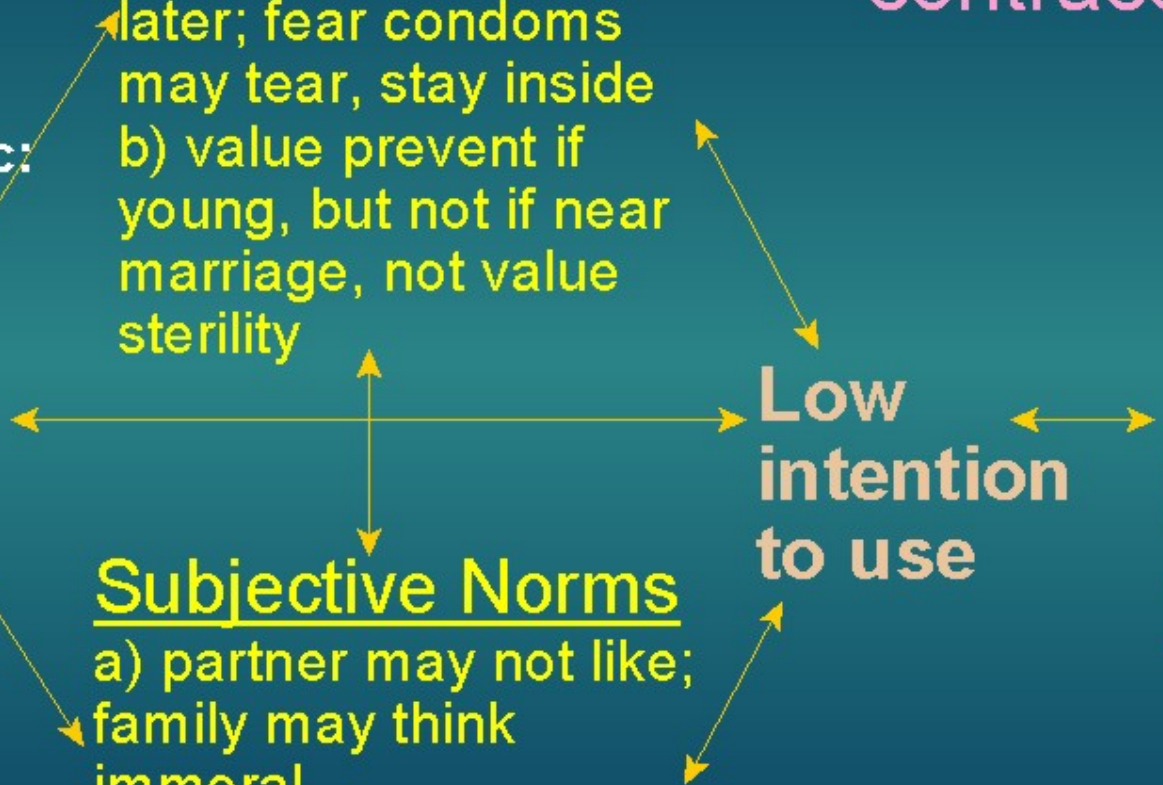
- a) prevent pregnancy, but make one sterile later; fear condoms may tear, stay inside
- b) value prevent if young, but not if near marriage, not value sterility

Subjective Norms

- a) partner may not like; family may think immoral
- b) motivated to comply with these

Low intention to use

BEHAVIOR: rare or intermittent use of contraceptives



Filtering
Water

Attitude Toward Filtering Behavior

- Expect
 - remove debris, not prevent disease
- Value
 - somewhat useful but not necessary

External Factors

Demographic

Female, low
education

Reference groups

Family members,
health workers

Personality

Generally passive
within family setting

Subjective Norms

- Others may think filtering is foolish but not sanction the
- No special pressure to comply or not

Low –
moderate
intention
to Filter

Behavior

likely to filter
some of the
time if it is
free and one
not too tired

TRA Lessons

- ✦ Even if have positive attitude toward condoms viz protection
 - May fear social disapproval from partner, parents, etc.
 - Therefore, social norms predominate and intention to negotiate use likely to be low

TRA Lessons

- ✦ Negative attitude toward EBF as won't satisfy baby and may harm mother
 - And grandmothers, husband not likely to approve
 - Therefore, attitude and perceived norms together reinforce low intention

TRA Lessons

- ✦ Moderately positive toward filtering, but not because of social pressure
 - Individuals judge on own perceived benefits or not

Section B

Comparisons

Behavioral-Influencing Variables

- ✦ HBM: Concept of threat
- ✦ SLT: Self efficacy or perceived confidence
- ✦ TRA: Intentions and balancing of attitudes

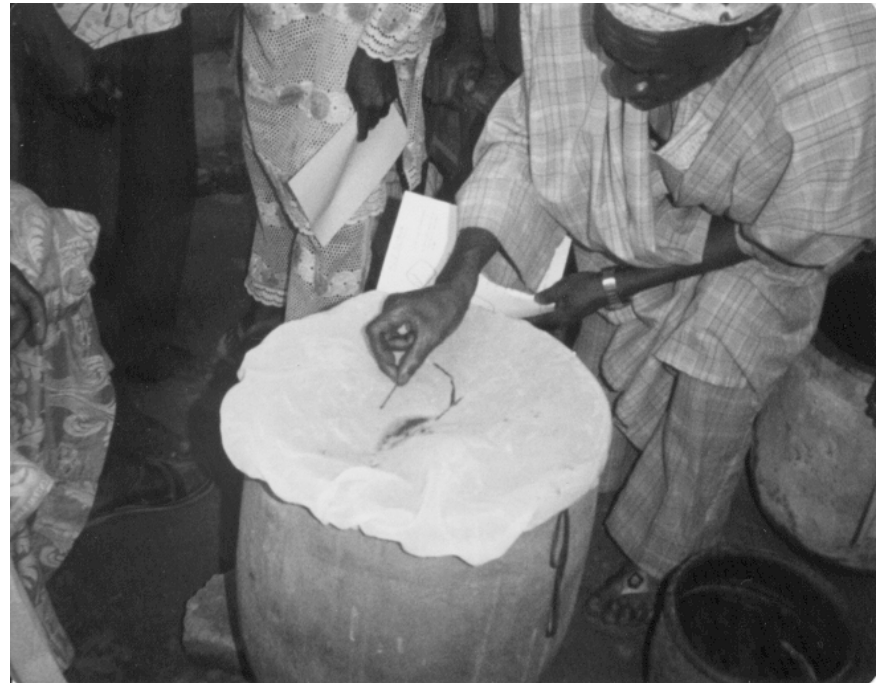
Comparisons of Filtering

- ✦ HBM contributes
 - Notion of threat and role of knowledge
 - Perceptions of benefits tip the balance



Comparisons of Filtering

- ✦ SLT shows
 - Self-efficacy not doubted, some observe others
 - But low value/outcome expectancies low



Comparisons of Filtering

- ✦ TRA
 - Attitude toward filtering same as HBM, SLT
 - Norms not a major factor
- ✦ HBM may offer best explanation for filtering



Comparison: EBF

- ✦ TRA contributes
 - Attitude toward behavior negative reinforced by
 - Perceived social disapproval
 - Predicts low intention

Comparison: EBF

- ✦ SLT
 - Outcome expectations negative—negatively valued
 - No role models to observe
 - Perceived efficacy for BF generally, but not every time—EBF
- ✦ Both models help explain

Comparison: Bed Nets

- ✦ HBM—malaria not a threat—a minor indisposition
 - See intrinsic benefits benefits of nets (warmth, better sleep, beauty, but
 - Consider cost and no connection with malaria which is caused by sun, heat, overwork, and dust

Comparison: Bed Nets

✦ TRA

- Major factor is attitude toward behavior—same as benefits/constraints of HBM
- If some see nets as status symbol, may think others would approve

Comparison: Bed Nets

- ✦ SLT—few others to observe using
 - Positive valuation, use efficacy not in question
 - But cost—a factor of individual income and general community economic status (environment)

Statistical Tests: EBF Variables Operationalized

- ✦ Attitude toward EBF
 - What do you think would be the effect of EBF on a mother? (Code: good effect, bad effect, uncertain)
 - What do you think would be the effect of EBF on the child? (Code: good effect, bad effect, uncertain)

Statistical Tests: EBF Variables Operationalized

- ✦ Intention
 - Do you intend to practice EBF with your next child?

Statistical Tests:

EBF Variables Operationalized

- ✦ Perceived social support for EBF
 - For each person mentioned below, please say whether you think that they would think that your practicing EBF would be a good idea, a bad idea, or whether you are uncertain what they would think
 - Husband, own mother, mother-in-law, senior sisters, friends, neighbors

Regression

$$EBF \text{ Intention} = \text{Attitude} + \text{Perceived Approval}$$

Correlation coefficient: $r^2 = 0.51$ $ra^2 = 0.50$

Source	df	Sum of Squares	Mean Square	F-statistic
Regression	2	619.6389	309.8194	203.63
Residuals	397	604.0386	1.5215	
Total	399	1223.6775		

B Coefficients

Variable	Mean	B coefficient	95% confidence		Std Error	Partial F-test
			Lower	Upper		
ATTEBF	3.2100	0.2210223	0.120610	0.321435	0.051075	18.7266
SUPPORT	3.7700	0.2516687	0.220732	0.282605	0.015736	255.7921
Y-Intercept	1.3992273					

Drinking and Driving by Motorcycle Taxi Drivers

- ✦ 75 of 266 reported stopping to take a beer or other alcoholic drink while working
- ✦ 65.3% of 75 who drank during break reported an “accident”—i.e., having fallen from their motorcycle compared to
 - 46.1% of the 191 who did not drink
- ✦ Fisher’s exact p value = 0.006;
OR = 2.206, 95% CI: 1.267-3.840

Regression—Who Drinks and Drives?

Motorcycle Taxi Drivers:
Factors Associated with Drinking Alcohol on the Job

Correlation Coefficient		r ² = .14		ra ² = .13		
Source	df	Sum of Squares	Mean Square	F statistic		
Regression	4	7.591	1.898	10.82		
Residuals	257	45.069	0.175			
Total	261	52.660				
Variable	Mean	B Coefficient	95% Confidence		Std Error	Partial F test
			Lower	Upper		
Safety self-efficacy score	28.2	-0.039	-0.053	-0.024	0.007	28.224
Safety opinion score	33.3	-0.013	-0.025	-0.001	0.006	4.645
Years driving	8.9	0.021	0.010	0.032	0.006	13.945
Yes/No if Own motorcycle	0.4	-0.141	-0.260	-0.021	0.060	5.385
Y-intercept		1.687				

Intention to Follow High-Folate Diet:
Kloeblen & Batish, H Ed Res 14(3):327

Variables	B co- efficients	Partial F	p value	sr ²
Perceived Susceptibility	0.0018	0.001	NS	0.00
Perceived Severity	-0.0617	0.709	NS	0.00
Perceived Benefits	0.4969	38.318	<0.01	0.09
Perceived Barriers	-0.2576	11.019	<0.01	0.02
Self-Efficacy	0.2060	7.358	<0.01	0.02
Total regression: R ² =0.45, R=0.67, F[5,242]=39.93, p<0.01				