Behavior Change Project: Part 1

Use the Theory of Planned Behavior to identify factors that influence intention to engage in a NEW health behavior.

In 1-page (Times New Roman or Arial, 11 or 12 pt. font), apply the Theory of Planned Behavior to change your intention to engage in a new health behavior. Single- or double-spaced is fine, but I recommend single-spaced to make sure you can get everything on one page. You are not allowed to use examples discussed in depth in lectures or in-class assignments. If you’re unsure about what kind of behavior you should use for this project, please check with me or the TAs first. I suggest choosing a health behavior that you care about in your own life, as it will be easier to reflect on your beliefs and the norms surrounding that behavior.

In this project, you will discuss each construct of the Theory of Planned Behavior and how these constructs influence your intention to engage in that behavior. An 'A' paper will provide more than one example of each construct. For example, you should discuss multiple behavioral beliefs about the consequences of engaging in the behavior and evaluations of those beliefs. Recall that it is these two constructs--behavior beliefs and evaluations--that influence attitudes, which in turn shapes behavioral intention.

Remember to be specific in describing the behavior you intend to engage in, including specific information about context, time, etc. when describing intent. See "Value Expectancy Theories Part 2 " and your text (chapter 4) on how to describe intentions. It is insufficient to say "I intend to exercise more."

Finally, you should use the correct vocabulary associated with the theory when describing the construct--like facilitating and inhibiting factors-- that affect your perceived control.

Grading Criteria to be met (see the rubric as well:

1. Clearly states the new behavioral intention. (YES)

2. Clearly describe subjective norms and their components that influence intention. (YES)

3. Clearly describes attitudes and their components that influence intention. (YES)

4. Clearly describes perceived control and its components that influence intention. (YES)

5. Uses correct spelling and grammar and is approx.1-page (and no more). (YES)

Some things to consider:

1. Remember that attitudes, subjective norms, and perceived control are themselves formed from other factors. You should identify these factors for each construct (e.g., the behavioral beliefs about binge eating, the behavioral evaluation of binge eating, and how they come together to form your overall \*attitude\* about binge eating).

2. When developing strategies to change your intention to engage in a new behavior (e.g., healthy eating, less Netflix binging, exercising more), you can target attitudes and norms about both the old behavior and the new behavior to increase intention to engage in the new behavior.

3. I suggest organizing your project into four paragraphs: (1) stating your intention and describing (2) attitudes, (3) subjective norms, and (4) perceived control.



