

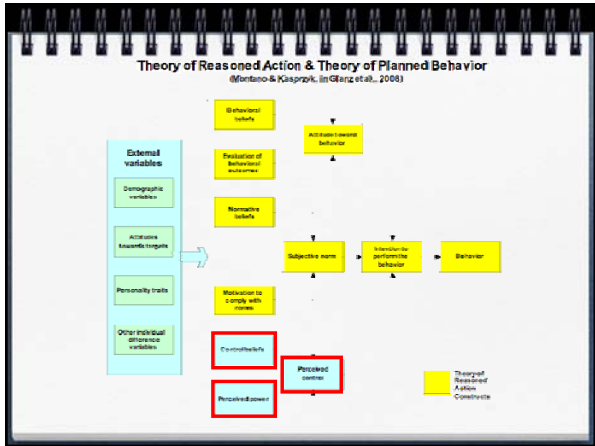
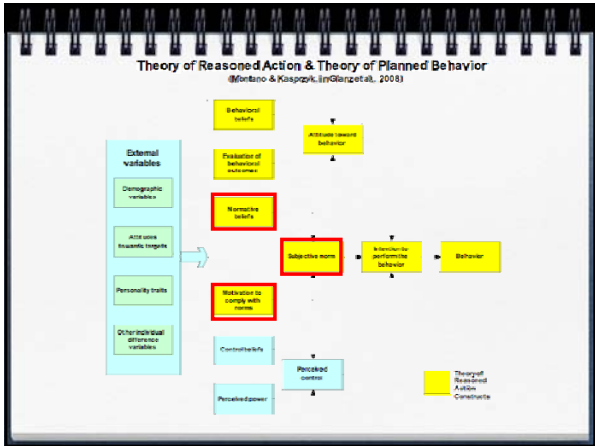
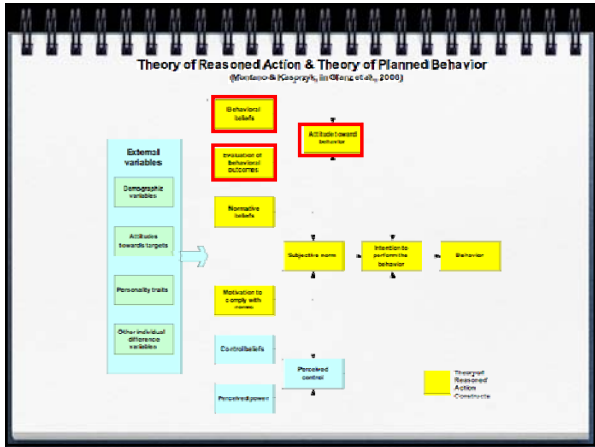
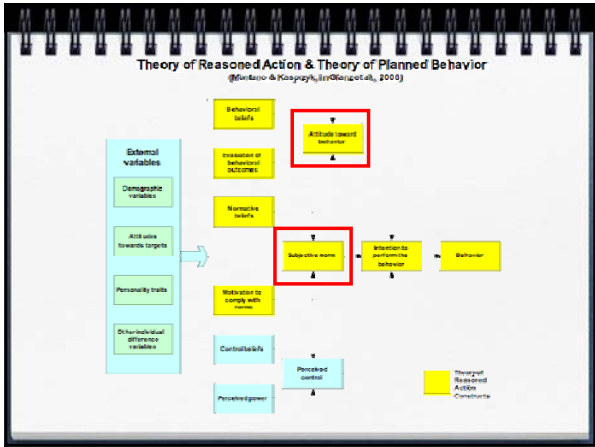
Theory of Reasoned Action, Theory of Planned Behaviour and the Integrated Behavioural Model

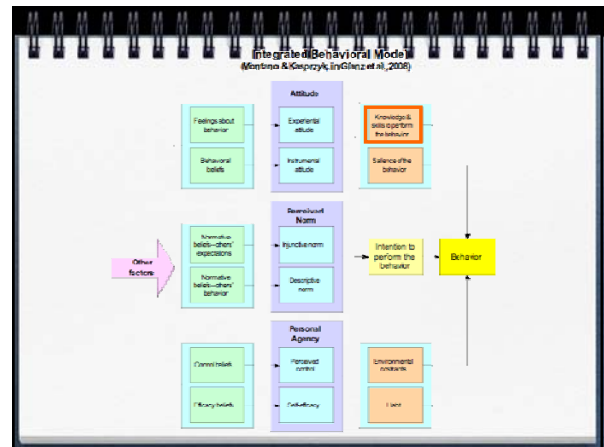
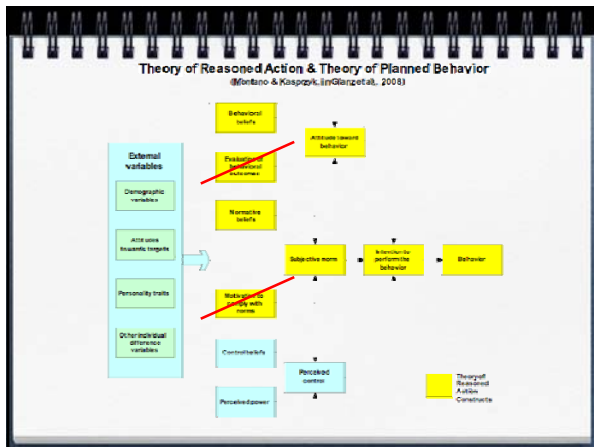
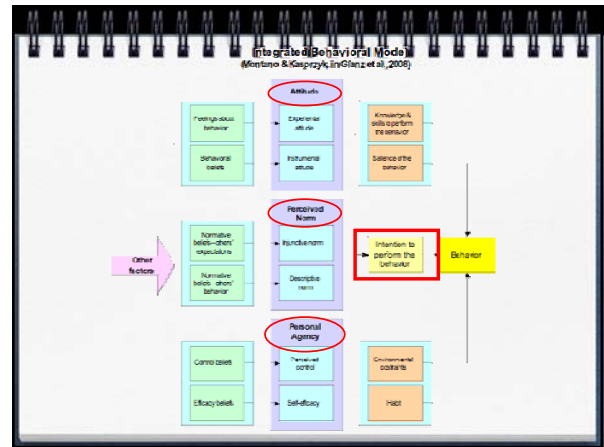
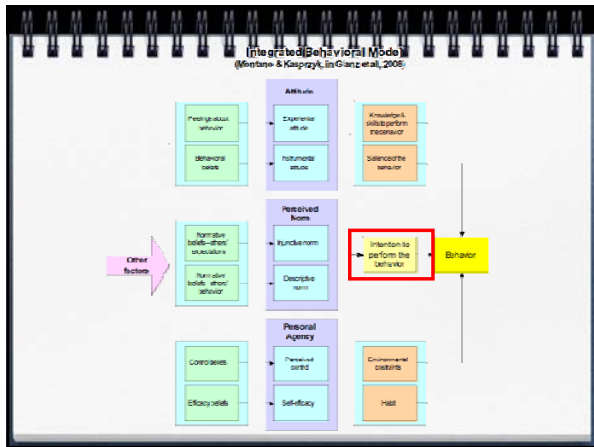
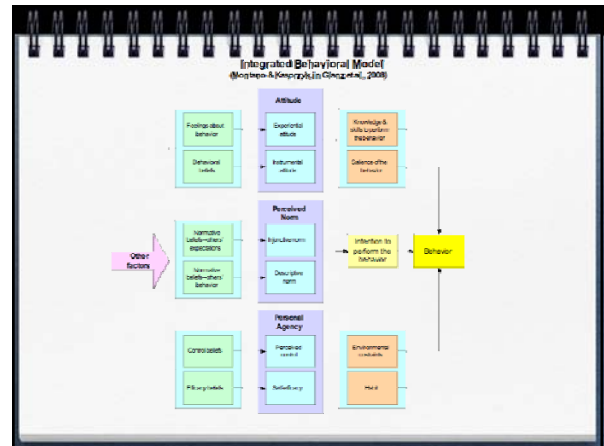
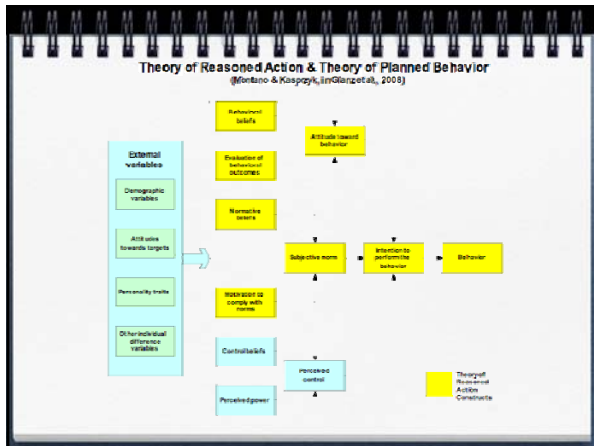
Presented by: Alex Leversedge and
Laura White

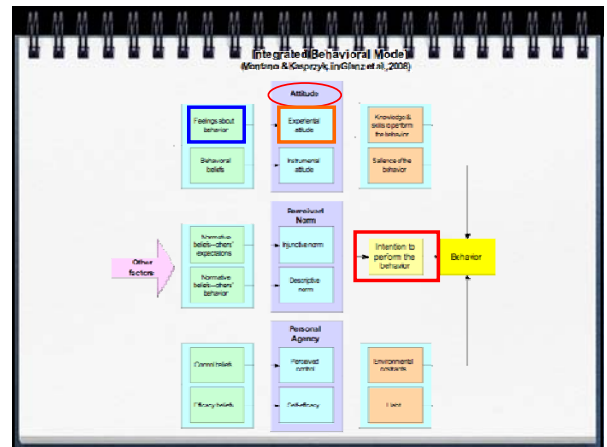
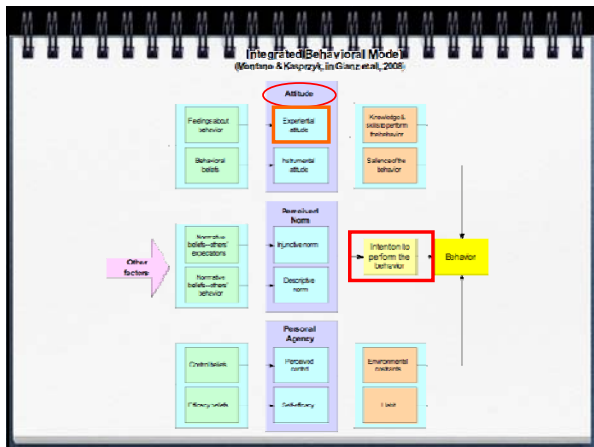
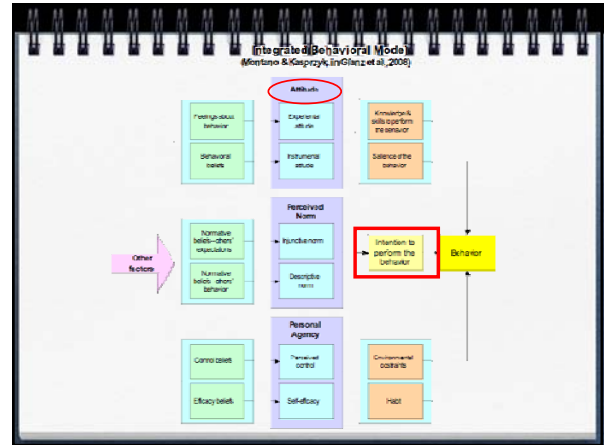
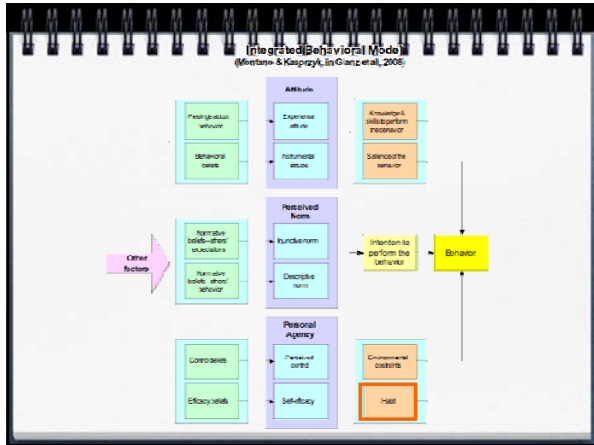
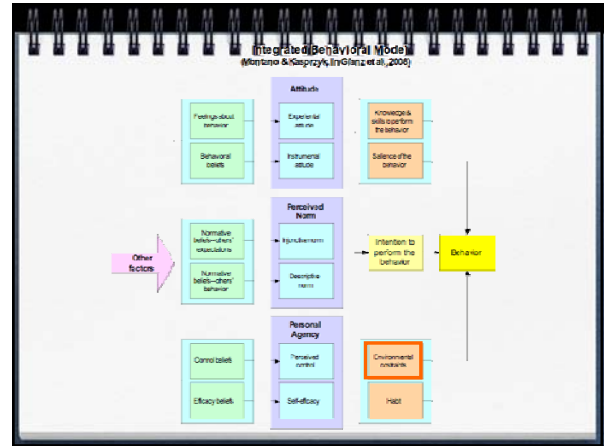
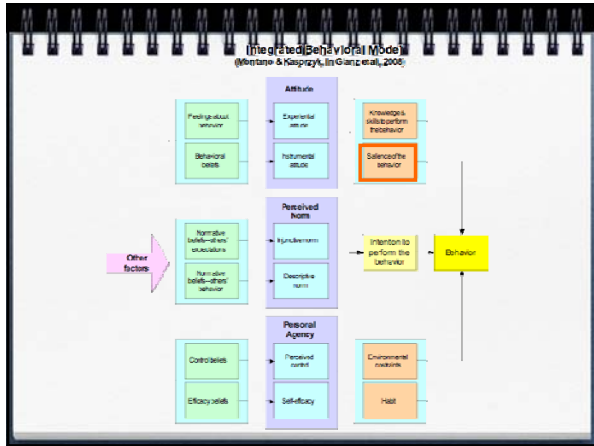
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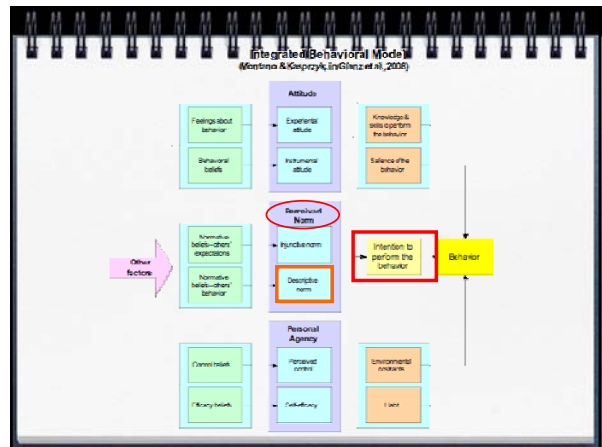
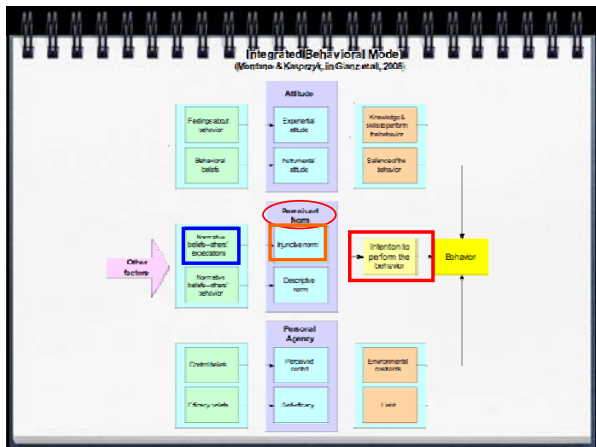
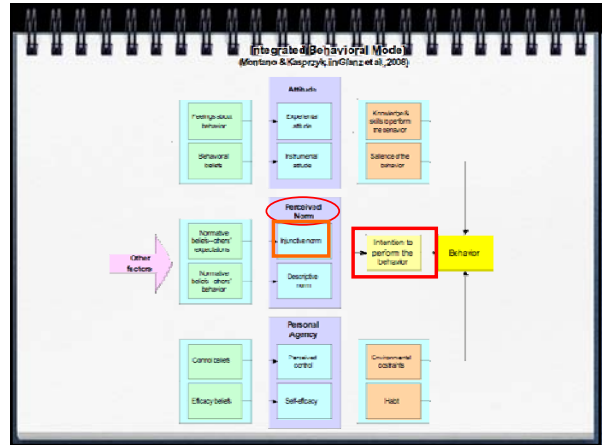
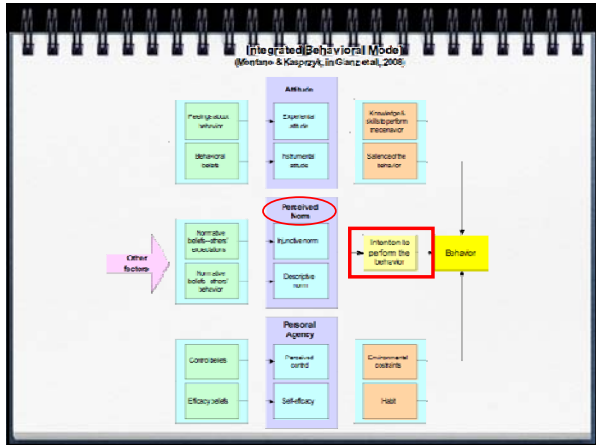
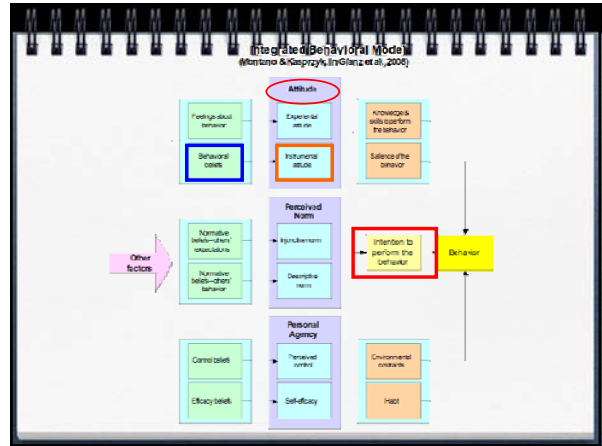
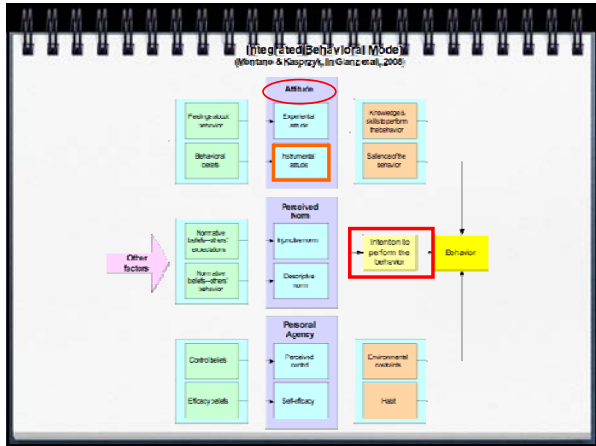
History and Orientation

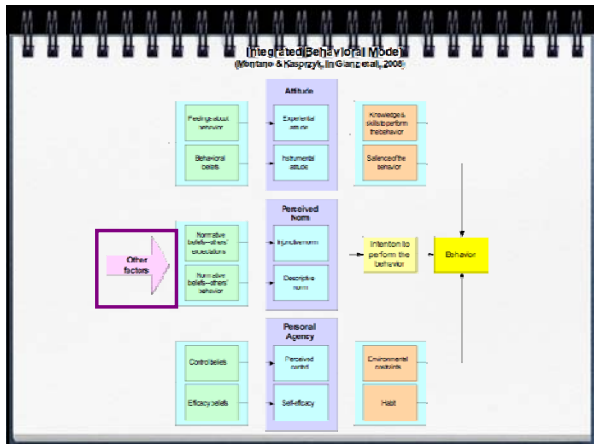
- ❑ Ajzen & Fishbein played a key role in developing the theory of reasoned action (TRA) in the early 1980s. The TRA was developed to better understand relationships between attitudes, intentions and behaviours (Fishbein, 1967).
- ❑ The Theory of Planned Behaviour (TPB) is an extension of the TRA and includes an additional construct: perceived control over performance of the behaviour.
- ❑ Recently, the TRA and TPB have been expanded further to include components from other major behavioural theories and the Integrated Behavioural Model (IBM) was proposed.











IBM and Intervention Planning

- ❑ Analyze specific:
 - ❑ Behaviour, Population, Setting
- ❑ Elicitation
- ❑ Consider components and interactions

The Value of TRA, TPB and IBM

- ❑ all three provide theoretical frameworks from which to:
 - ❑ understand behaviours
 - ❑ identify specific beliefs to target
- ❑ Action, Target, Context, Time

Discussion

❑ Questions anyone?

