Value of a Theoretical Framework: Theories of Behavior Change

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Outline

- Purpose of theoretical framework
- Selection of a framework
- Dimensions of the framework
- Adherence to framework
What framework do I need?

- Philosophical perspective
- Schematic representation
- Conceptual framework
- Theoretical framework
Purpose of theoretical framework

- Identifies the concepts that describes a phenomena of interest
- Clearly delineates the variables of the study
- Directs the operational definitions of the variables
- Provides direction for data analysis
Focus on changing behaviors

- Professional behaviors in clinical practice
- Health Promotion
- Chronic illness management
- Academic integrity
Behavior Change Models

- Health Belief Model (Rosenstock, 1974; 1977; Becker and Rosenstock, 1978)

- Planned Behavior [Reasoned Action] (Fishbein & Azjen, 1975; Azjen, 1980)

- Self-Efficacy Theory (Bandura, 1977)

- Transtheoretical Model [Stages of Change] (Prochaska, 1977)
SELF-EFFICACY

“Self-efficacy is the belief in one’s capabilities to organize and execute the sources of action required to manage prospective situations.”

Bandura, 1986
Diagrammatic Representation of Self-Efficacy

(Bandura, 1977, p. 22)
Behavior Specific Confidence

- Specific situation and tasks
- Domain-related activities
- Not personality trait
- Level can vary in different situations
Efficacy Expectations

- **Magnitude** – the belief one is capable of performing specific tasks at various levels of difficulty

- **Strength** – the sum of confidence ratings for the behaviors

- **Generality** – relationship of one’s beliefs either within the domain, across domains, or across time
Outcome Expectations

- One’s belief that performing the behavior or behaviors will lead to the desired outcome
- One can believe the task can be accomplished, but not lead to the expected outcome
EFFICACY EXPECTATIONS

SOURCE

PERFORMANCE ACCOMPLISHMENTS

VICARIOUS EXPERIENCE

VERBAL PERSAUSION

EMOTIONAL AROUSAL

MODE OF INDUCTION

PARTICIPANT MODELING

PERFORMANCE DESENTITIZATION

PERFORMANCE EXPOSURE

SELF-INSTRUCTED PERFORMANCE

LIVE MODELING

SYMBOLIC MODELING

SUGGESTION

EXHORTATION

SELF-INSTRUCTION

INTERPRETIVE TREATMENTS

ATTRIBUTION

RELAXATION, BIOFEEDBACK

SYMBOLIC DESENTITIZATION

SYMBOLIC EXPOSURE

Bandura, 1977, p. 195.
Self-Efficacy Model

Person
- Perception
- Self-Referent

Behavior
- Initiation
- Effort
- Persistence

Outcome

Efficacy-Expectations
- Magnitude
- Strength
- Generality

Information Sources
- Performance
- Vicarious Experience
- Verbal Persuasion
- Self Appraisal

Outcome-Expectations

Bandura, 1977; Shortridge-Baggett & van der Bijl, 1996.
Different Wording for Self-Efficacy

- I am confident I can...
- I think I am able to...
- I am convinced I am able to...
Instructions and Sample Question for DMSES

Self-Efficacy (or confidence) Questionnaire For People Living With Type 2 Diabetes.

**Directions**
Below is a list of activities you have to perform to manage your diabetes. Please read each one and then put a line [/] through the number which best describes how confident you usually are that you could carry out that activity.
For example, if you are completely confident that you are able to check your blood sugar levels when necessary, put a line through 10. If you feel that most of the time you could not do it, put a line through 1 or 2.

**I am confident that........**

<table>
<thead>
<tr>
<th>Cannot do At all</th>
<th>Maybe yes</th>
<th>Certain can do</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am able to check my blood sugar if necessary</td>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
</tbody>
</table>
Instrument development and testing in diabetes management self-efficacy

Subjects

- Individuals
- Significant others
  - parent
  - spouse
  - friend
  - other caregiver
Social Cognitive Theory – Structural Paths of Influence (Bandura, 2004)
Self-Efficacy Theory – Structural Paths of Influence (adapted from Bandura, 1977; 2002; 2004; Shortridge-Baggett & van der Bijl, 1996)

Person
- Characteristics
- Perception
- Self-referent

Efficacy Expectations (Self-efficacy)
- Magnitude
- Strength
- Generality

Socio-structural Factors
Facilitators
Impediments

Outcome Expectations
Physical
Social
Self-Evaluative

Goals

Behavior
- Initiation
- Effort
- Persistence

Outcome

Information Sources
- Performance
- Vicarious Experience
- Verbal Persuasion
- Self-Appraisal
Terminology for Self-Efficacy

- **Efficacy Expectations** (Bandura, 1977)
- **Efficacy Beliefs** (Bandura, 2002)
- **Self-Efficacy** (2004)
Name of Theoretical Framework?

- Social Cognitive Theory (Bandura, 1977)
- Self-Efficacy Theory (Bandura, 1977)
- Social Cognitive / Self-Efficacy Theory (Bandura, 2004)
- Social Cognitive Theory (Bandura, 2004)
Theory Terminology

Social Learning Theories

Social Cognitive Theory

- Self-Efficacy Theory
  - Efficacy Expectations
Self-efficacy at work

I am confident I can maintain my sitting position.
I believe that chasing *that* cat would not be a good career move.
Thank you!!!

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References

References (continued)


References (Continued)

