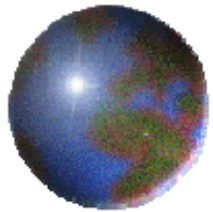# *Value of a Theoretical Framework: Theories of Behavior Change*
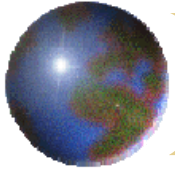
Lillie M. Shortridge-Baggett, EdD, RN, FAAN, FNAP
Professor, Pace University, New York, USA

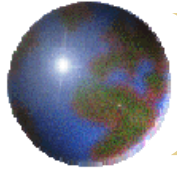Visiting Professor, University of Utrecht, The Netherlands

Visiting Professor, University of Antwerp, Belgium

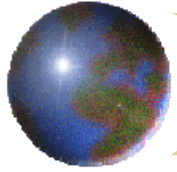Adjunct Professor, Queensland University of Technology, Brisbane, Australia

Outline

- Purpose of theoretical framework

- Selection of a framework

- Dimensions of the framework

- Adherence to framework
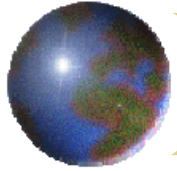
What framework do I need?

- Philosophical perspective

- Schematic representation

- Conceptual framework

- Theoretical framework
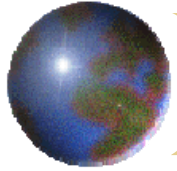
Purpose of theoretical framework

- 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)

HEALTH ACTION MODEL
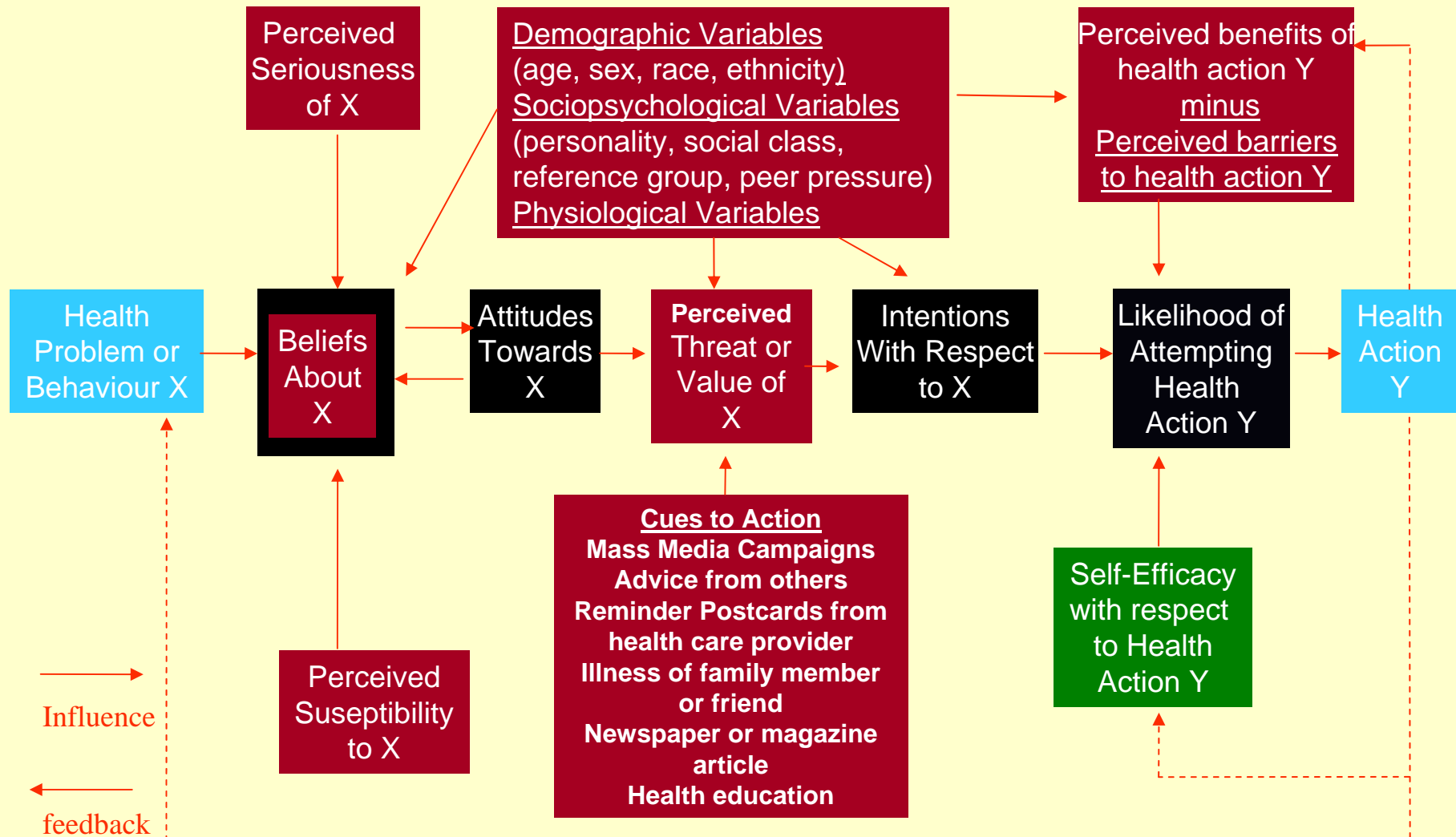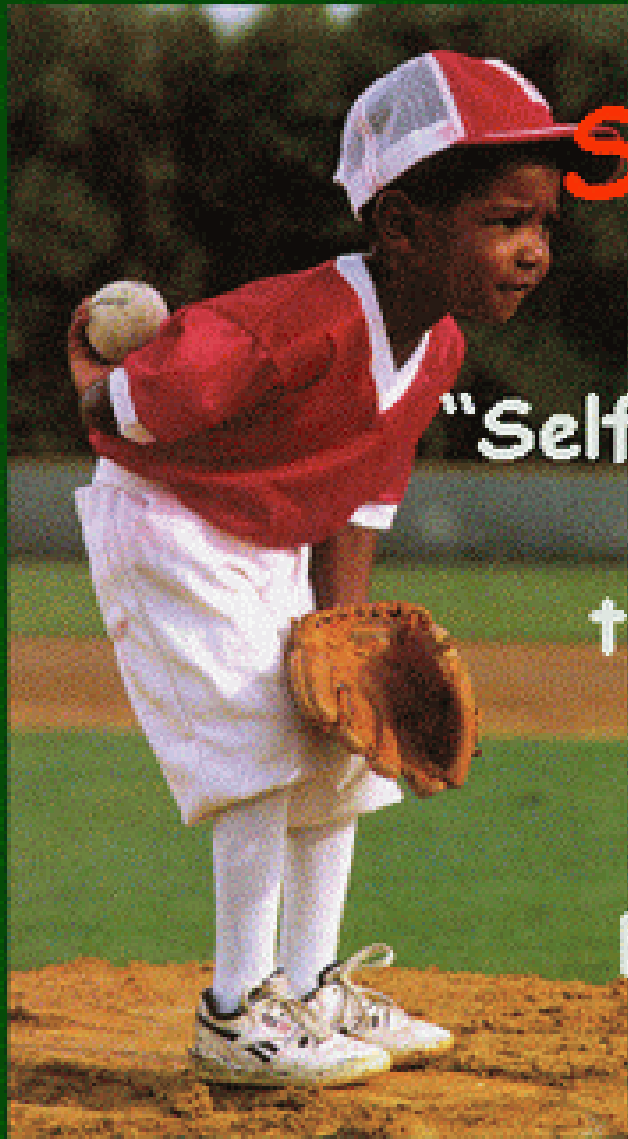
HEALTH PROBLEM OR BEHAVIOUR

INDIVIDUAL PERCEPTIONS

MODIFYING FACTORS

LIKELIHOOD OF ACTION

HEALTH ACTION

Perceived Seriousness of X

Demographic Variables
(age, sex, race, ethnicity)
Sociopsychological Variables
(personality, social class,
reference group, peer pressure)
Physiological Variables

Perceived benefits of
health action Y
minus
Perceived barriers
to health action Y

Health Problem or Behaviour X

Beliefs About X

Attitudes Towards X

Perceived Threat or Value of X

Intentions With Respect to X

Likelihood of Attempting Health Action Y

Health Action Y

Perceived Suseptibility to X

Cues to Action
Mass Media Campaigns
Advice from others
**Reminder Postcards from
health care provider**
**Illness of family member
or friend**
**Newspaper or magazine
article**
Health education

Self-Efficacy with respect to Health Action Y
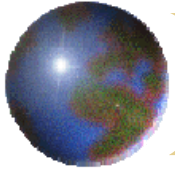
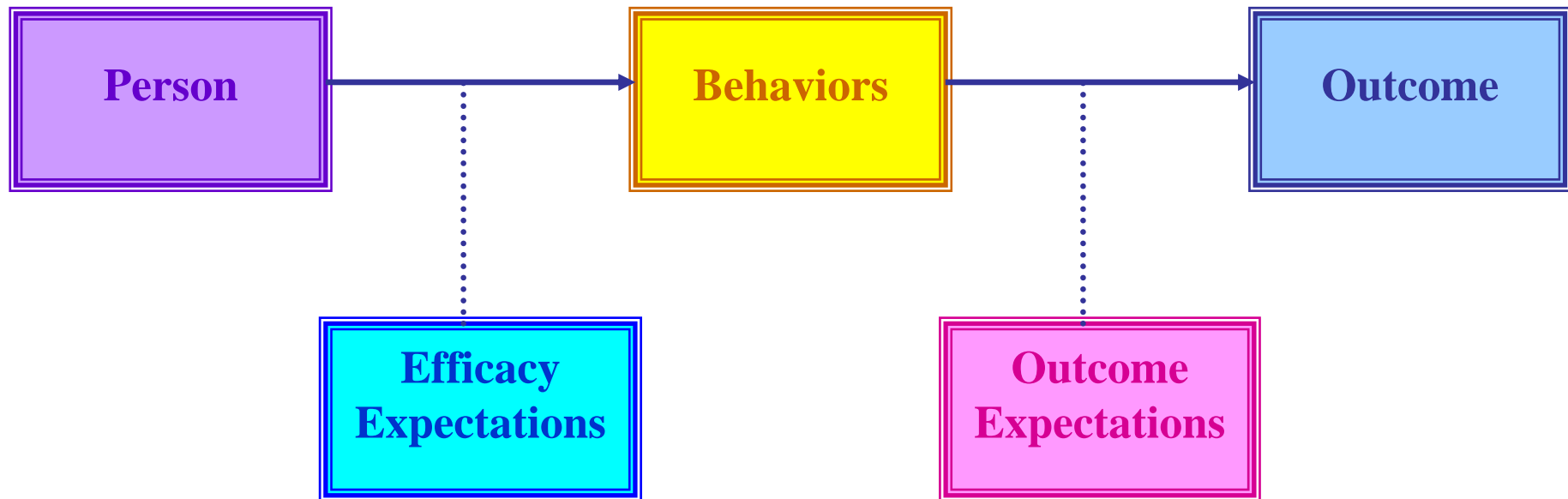Influence

feedback

Shortridge, 1985.

SELF-EFFICACY

"Self-efficacy is the *belief* in one's capabilities to organize and execute the sources of action required to manage prospective situations."
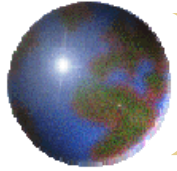
Bandura, 1986

Diagrammatic Representation of Self-Efficacy

```
┌─────────────┐        ┌─────────────┐        ┌─────────────┐
│   Person    │ ─────▶ │  Behaviors  │ ─────▶ │   Outcome   │
└─────────────┘        └─────────────┘        └─────────────┘
       ┊                                              ┊
       ┊                                              ┊
┌─────────────┐                              ┌─────────────┐
│  Efficacy   │                              │   Outcome   │
│Expectations │                              │Expectations │
└─────────────┘                              └─────────────┘
```
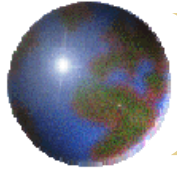
(Bandura, 1977, p. 22)

Behavior Specific Confidence

- Specific situation and tasks

- Domain-related activities

- Not personality trait
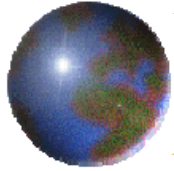
- Level can vary in different situations

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
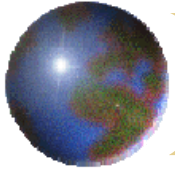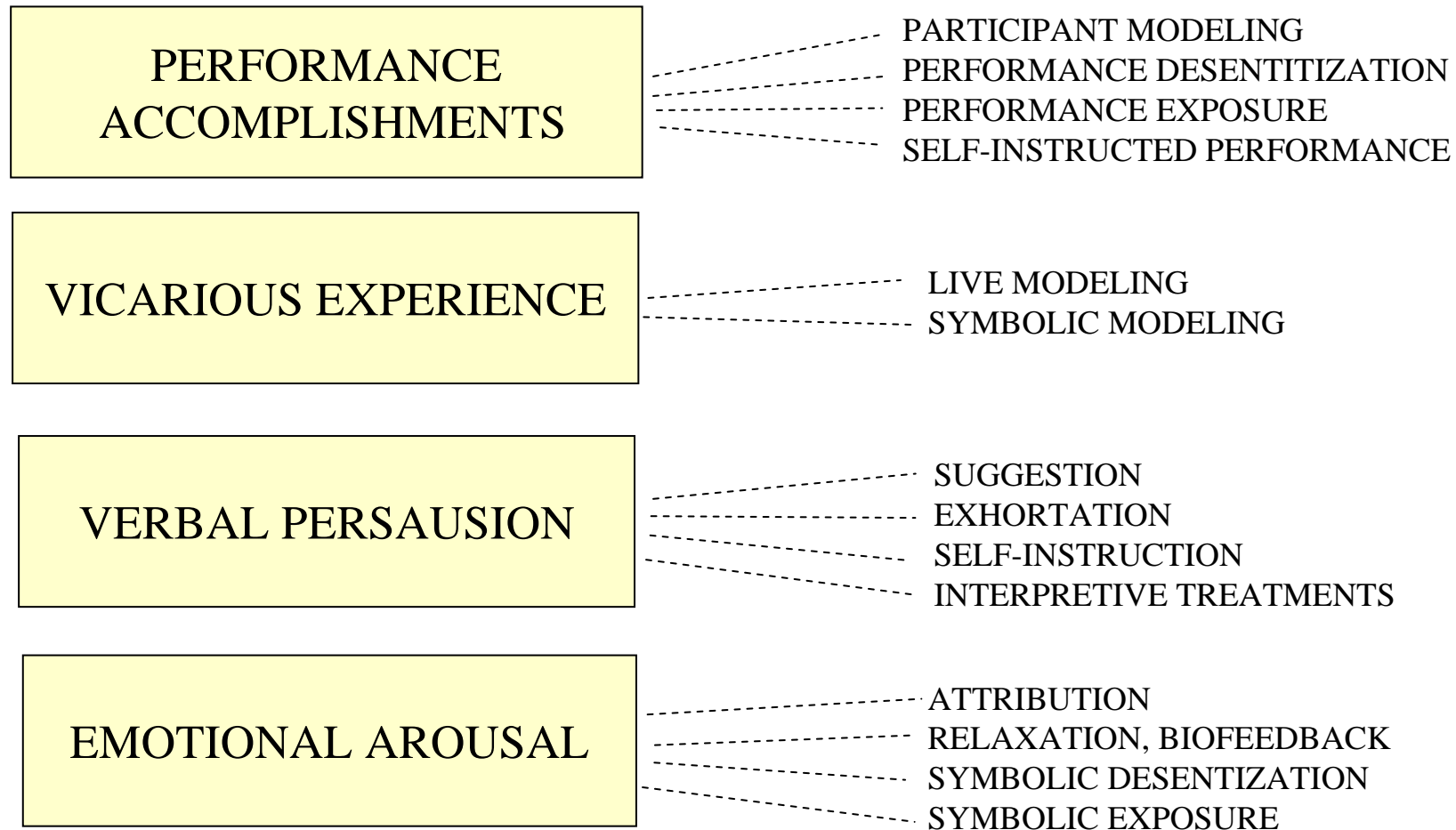
Outcome Expectations

- 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
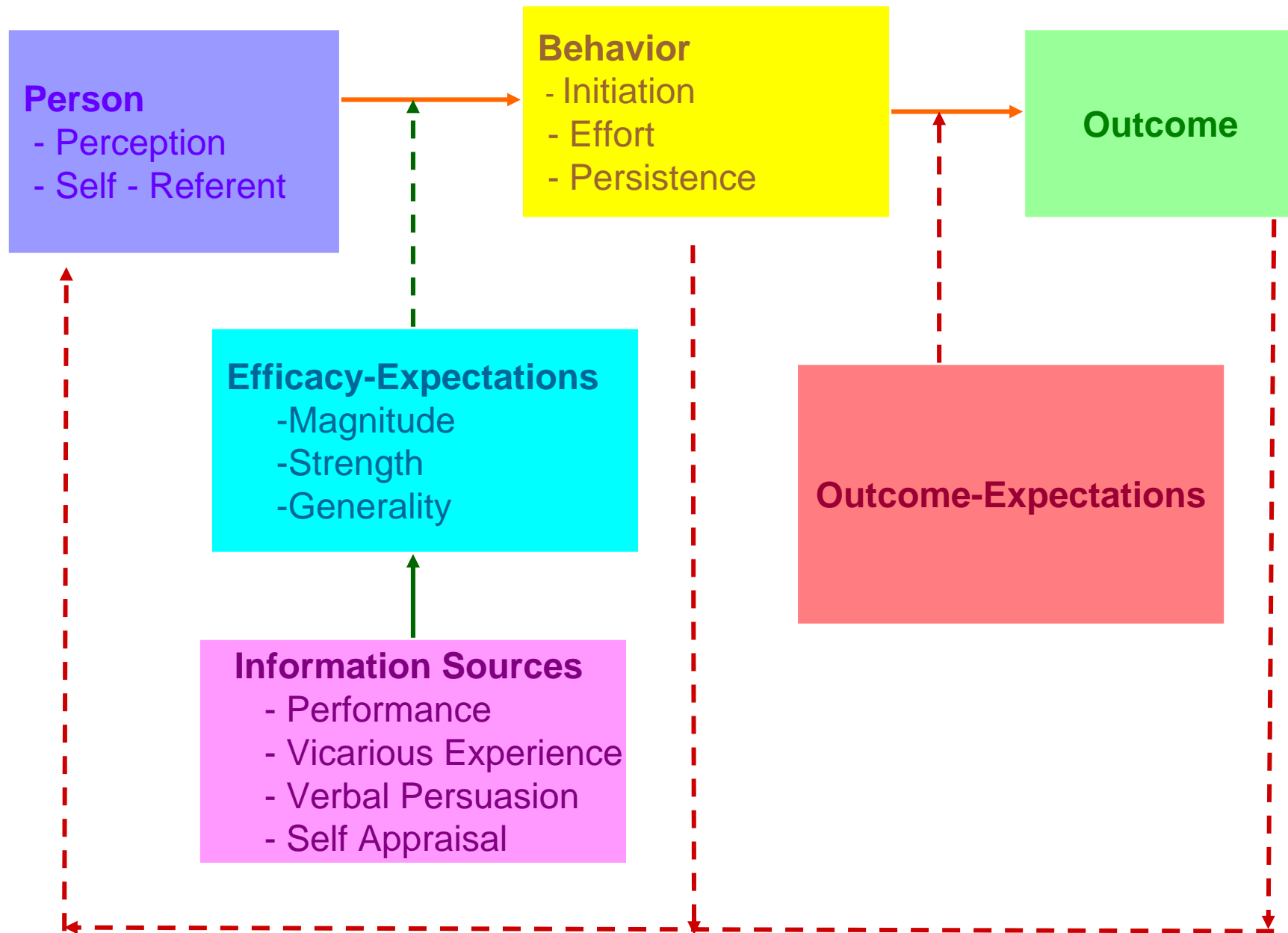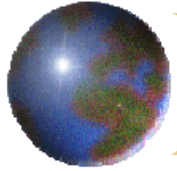
EFFICACY EXPECTATIONS

SOURCE   MODE OF INDUCTION

PERFORMANCE ACCOMPLISHMENTS
- PARTICIPANT MODELING
- PERFORMANCE DESENTITIZATION
- PERFORMANCE EXPOSURE
- SELF-INSTRUCTED PERFORMANCE

VICARIOUS EXPERIENCE
- LIVE MODELING
- SYMBOLIC MODELING

VERBAL PERSAUSION
- SUGGESTION
- EXHORTATION
- SELF-INSTRUCTION
- INTERPRETIVE TREATMENTS

EMOTIONAL AROUSAL
- ATTRIBUTION
- RELAXATION, BIOFEEDBACK
- SYMBOLIC DESENTIZATION
- SYMBOLIC EXPOSURE

Bandura, 1977, p. 195.

Self-Efficacy Model

Person
- Perception
- Self - Referent

Behavior
- Initiation
- Effort
- Persistence

Outcome

Efficacy-Expectations
-Magnitude
-Strength
-Generality

Outcome-Expectations

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

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...
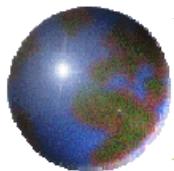
Instructions and Sample Question for DMSES

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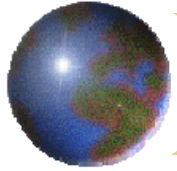
Directions

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 nessessary, 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……..

	Cannot do At all				Maybe yes Maybe no						Certain can do
1	I am able to check my blood sugar if necessary										
	0	1	2	3	4	5	6	7	8	9	10

Instrument development and testing in diabetes management self-efficacy

Subjects
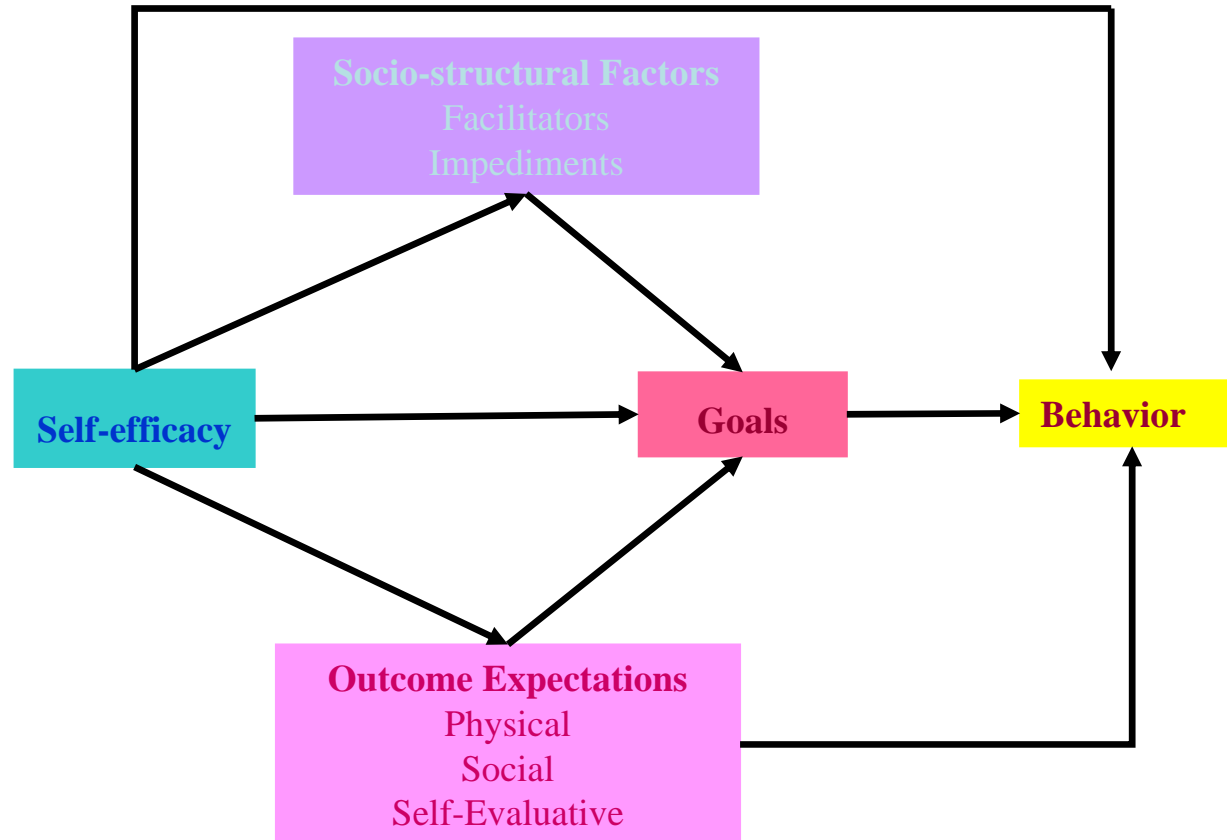
⭐ **Individuals**

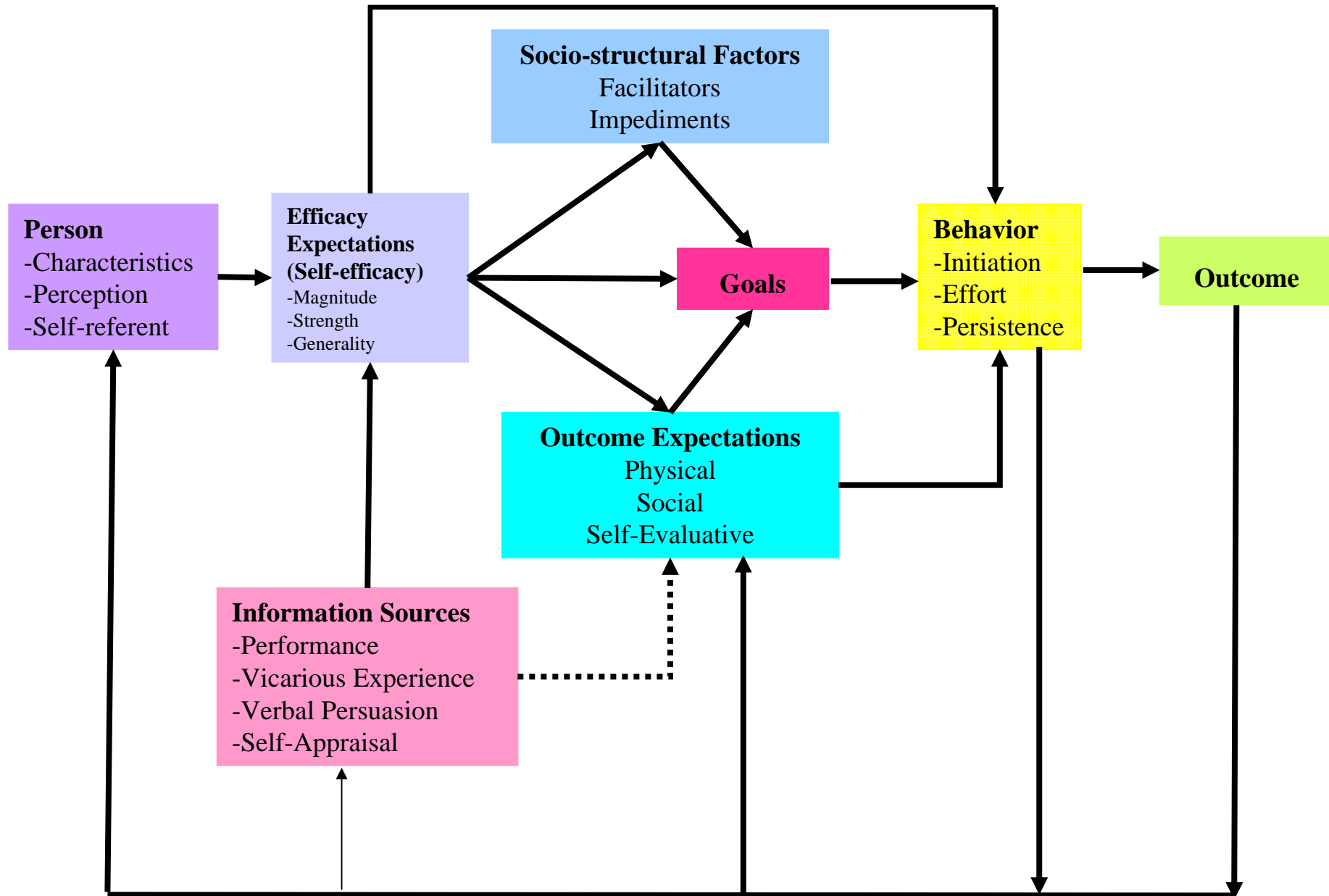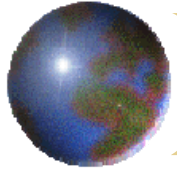⭐ **Significant others**
parent
spouse
friend
other caregiver

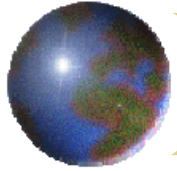# Social Cognitive Theory – Structural Paths of Influence (Bandura, 2004)

Self-Efficacy Theory – Structural Paths of Influence (adapted from Bandura, 1977; 2002; 2004; Shortridge-Baggett & van der Bijl, 1996)
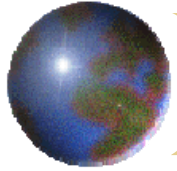
Terminology for Self-Efficacy

- **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
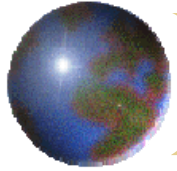
    ⊡ Social Cognitive Theory

        • Self-Efficacy Theory

            – Efficacy Expectations

Self-efficacy at work

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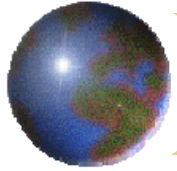I believe that chasing *that* cat would not be a good career move.
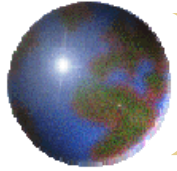
Thank you!!!

Email address:

LShortridgeBaggett@Pace.Edu

References

- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology, 32*(4), 665-683.

- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and   Predicting Social Behavior*. New Jersey: Prentice-Hall.

- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychology Review, 84*, 191-215.

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- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive*. Englewood Cliffs, NJ: Prentice Hall.

- Bandura, A. (2004). Model of causality in social learning theory. In A. Freeman, M. J. Mahoney, P. DeVito & D. Martin (Eds.), *Cognition and psychotherapy (2nd ed.)* (pp. 25-44). New York, NY, US: Springer.
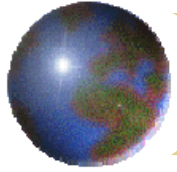
References (Continued)

- Rosenstock, I. M. (1974). Historical origins of the health belief model. *Health Education Monographs*(2), 1-8.

- Shortridge-Baggett, L. (2001). Self-efficacy: measurement and intervention in nursing. *Scholarly Inquiry for Nursing Practice, 15* (3), 183-188.

- Shortridge-Baggett, L. M., & van der Bijl, J. J. (1996). International collaborative research on management self-efficacy in diabetes mellitus. *The Journal of the New York State Nurses' Association, 27* (3), 9-14.