

Self-Concept

- Our collection of beliefs about who we are.
 - Name
 - Sex
 - Nationality
 - What we think our personality's like
 - What we enjoy doing
 - Our job

Self Guides

- The self-concept also includes two **self guides**, our standards for how we *should be*, and our evaluations of how well we meet these standards (Higgins, 1987).
- **Actual self**: the person we are.
- **Ideal self**: the person we would *like to be* – our *aspirations*.
- **Ought self**: person we feel we *should be* – our *obligations*.



Ideal Self



Ought Self

What Happens When We Don't Meet Our Standards?

- **Self-discrepancy theory**: the difference between who we think we are (our actual self) and our ideal self and our ought self affects our emotional health.
- Discrepancies have short term and long term effects.

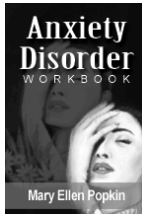
Actual Self vs. Ideal Self Discrepancy

- When we think who we are doesn't meet our aspirations.
 - Thinking about this causes:
 - Disappointment
 - Sadness
 - Low physiological arousal, depression



Actual Self vs. Ought Self Discrepancy

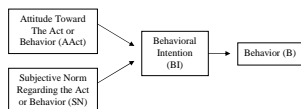
- When who we think we are doesn't meet our obligations to others
 - Thinking about this causes:
 - Guilt
 - Embarrassment
 - High physiological arousal, anxiety



Theory Of Reasoned Action

Fishbein & Ijzen

- Intention to perform a behavior is a function of attitudes toward engaging in the behavior and perceived normative pressure to perform the behavior.
- Performing a behavior is a function of intention to perform the behavior.



Relevant Importance of Norms and Attitudes

Depending on the behavior:

- Attitudes may have more influence on intention
 - Personally (not interpersonally) relevant behavior
 - Not very observable behavior
 - What you intend to eat in front of the TV at home
- Norms may have more influence on intention
 - Socially relevant behavior
 - Highly observable behavior
 - What you intend to eat in front of the in-laws on holiday visit

Morrison et al, 2002

Attitude More Important for Predicting Marijuana Use among Young Mothers
It's Relaxing and Gets Me High Predicts use, Not Peer Pressure

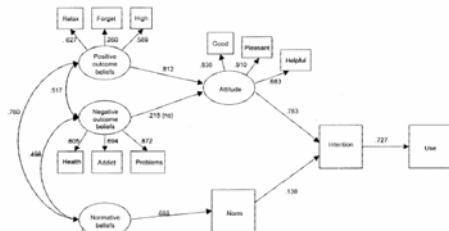


Figure 1. Theory of reasoned action model of marijuana intention and use, with indicators of each construct and standardized path coefficients. All paths except that from Negative outcome beliefs to Attitude are significant ($p < .05$). Intention = behavioral intention to use marijuana; Norms = perceived social norms.

Determinants of Attitudes toward an Act

- Attitudes are determined by behavioral beliefs:
- The person's beliefs that the behavior leads to certain outcomes, combined with his or her evaluations of these outcomes.
- For any given behavior at a given time, we will have a set of salient beliefs.
- Example from Fishbein & Ijzen's original book:

A Woman's Beliefs

MY USING BIRTH CONTROL PILLS

1. causes me to gain weight.
2. is convenient.
3. enables me to regulate the size of my family.
4. gives me guilt feelings.
5. regulates my menstrual cycle

Implications of this approach

- Two people may have the same set of beliefs about a behavior but a totally different attitude because of different outcome evaluations or belief strengths.
- For example, another person might have the same beliefs as the person below, but if their outcome evaluation for weight gain was -3 instead of -2, their overall attitude would end up being negative (-1 vs +2).

TABLE 6.2
A Woman's Beliefs about Using Birth Control Pills

MY USING BIRTH CONTROL PILLS	OUTCOME EVALUATIONS	BELIEF STRENGTH	PRODUCT	
1. causes me to gain weight.	-2	+3	-6	-9
2. is convenient.	+1	+3	+3	+3
3. enables me to regulate the size of my family.	+2	+2	+4	+4
4. gives me guilt feelings.	-1	+2	-2	-2
5. regulates my menstrual cycle	+3	+1	+3	+3
		Total	+2	-1

Changing Attitudes

- Successful interventions have to assess underlying beliefs and their evaluations and strength, and then work to change these components as necessary
 - Changing what beliefs are salient in a situation
 - Changing evaluations of beliefs
 - Changing strength of beliefs
- Using condoms... (for CSW)
 - Will protect me from HIV
 - (very good, fairly certain) - try to increase evaluation and strength
 - Will make my customers less likely to be repeat customers
 - (very bad, very certain) - try to decrease evaluation and strength

Determinants of Subjective Norms

- **Subjective Norm:** A person's overall belief that most of his or her important referents think they should or should not perform that behavior.
- **Referent:** specific individual or group who may influence one's behavior
- **Normative beliefs:** belief about what a specific referent person thinks one should or should not do regarding the behavior.
- For any given behavior at a given time, we will have a set of **salient referents**.
- This person's salient referents end up being husband, mother, church, brother, doctor.

A

REFERENTS

My husband
My mother
My church
My brother
My doctor

Normative Beliefs

My church thinks that

I should (+3) : (+2) : (+1) : (0) : (-1) : (-2) : (-3) I should not

- For each referent, we have a normative belief: what we think that referent would want us to do:
- In this case, the person believes her husband is strongly positive toward the behavior, but her church is strongly negative toward it

REFERENTS	NORMATIVE BELIEF
My husband	+3
My mother	-1
My church	-3
My brother	0
My doctor	-1

Motivation to Comply

- For each referent, we have a specific level of motivation to comply with their wishes for us:

In general, how much do you want to do what your husband thinks you should do?

- _____ Not at all (0)
 _____ Slightly (+1)
 _____ Moderately (+2)
 _____ Strongly (+3)

Subjective Norm

- A person's subjective norm is a function of their normative beliefs for salient referents, and motivation to comply with these different referents.
- For each referent, the normative belief and motivation to comply are multiplied. Then the product is summed across all referents.
- So overall the norm is positive, because of differences in motivation to comply

REFERENTS	NORMATIVE BELIEF	MOTIVATION TO COMPLY	PRODUCT
My husband	+3	+3	9
My mother	-1	+1	-1
My church	-3	+1	-3
My brother	0	0	0
My doctor	-1	+2	-2
		Total	+3

Implications of This Approach

Implications of this approach:

- Two people may have the same set of referents about a behavior but a totally different subjective norm
- Different normative beliefs or motivations to comply.
- For example, if motivation to comply with husband was 0, the overall product would end up being -6, a perception of normative pressure not to do the behavior.

REFERENTS	NORMATIVE BELIEF	MOTIVATION TO COMPLY	PRODUCT
My husband	+3	+3	9
My mother	-1	+1	-1
My church	-3	+1	-3
My brother	0	0	0
My doctor	-1	+2	-2
		Total	+3

Changing Subjective Norms

- A person's subjective norm can be changed in several ways
 - Changing what referents are salient in a situation
 - What would your pharmacist say?
 - Changing perceptions of normative beliefs
 - Your husband wouldn't want you to use birth control pills
 - Changing motivation to comply
 - Who cares what your doctor thinks?

Using the TRA

- Do Elicitation Research to determine common beliefs and norms and related motivations in your population.
- Tailor the intervention to changing beliefs, evaluations, strengths, norms, motivations, etc. that are relevant in the population.
- Example -
- Motivation to comply with boyfriend's norms really high in high school age girls - teach negotiation skills and change perceived norms.

Updates to TRA

- Behavioral Specificity
 - It's been found that the predictions are best when behaviors are narrowly defined
 - Doing BSE in the shower in the morning
 - Using condoms with partners in Elizabeth Park
 - Not – “protecting myself from cancer or HIV”
- Theory of Planned Behavior
 - Same structure, but self-efficacy is added to AAct and SN
