

Module 2 Unit 1

This is a **REQUIRED READING**.

Ajzen, I. (n.d.). TPB Diagram (web page). Retrieved from <http://www.people.umass.edu/aizen/tpb.diag.html>. [1 p.]

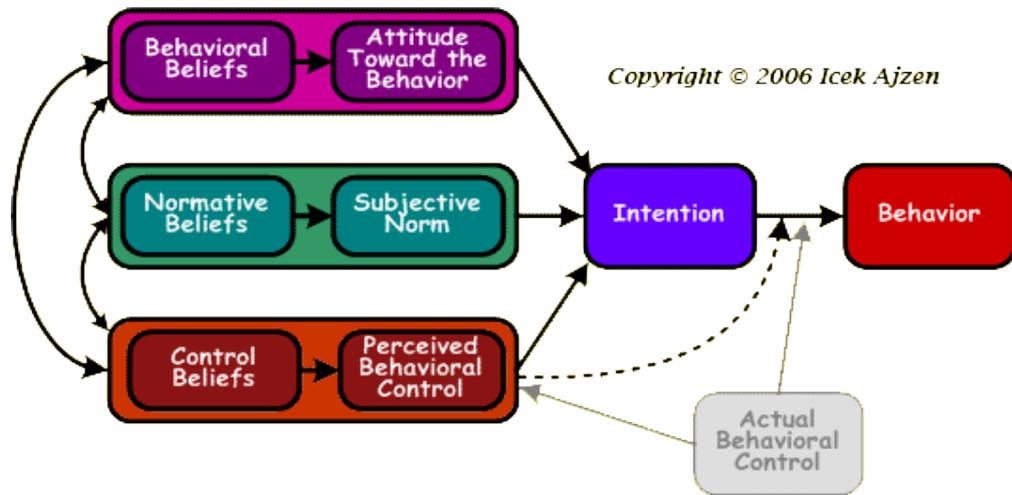


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TPB Diagram*

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Behavioral Beliefs

Behavioral beliefs link the behavior of interest to expected outcomes. A behavioral belief is the subjective probability that the behavior will produce a given outcome. Although a person may hold many behavioral beliefs with respect to any behavior, only a relatively small number are readily accessible at a given moment. It is assumed that these accessible beliefs -- in combination with the subjective values of the expected outcomes -- determine the prevailing attitude toward the behavior. Specifically, the evaluation of each outcome contributes to the attitude in direct proportion to the person's subjective probability that the behavior produces the outcome in question (see attitude toward the behavior).

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Attitude Toward the Behavior

Attitude toward a behavior is the degree to which performance of the behavior is positively or negatively valued. According to the expectancy-- value model, attitude toward a behavior is determined by the total set of accessible [behavioral beliefs](#) linking the behavior to various outcomes and other attributes. Specifically, the strength of each belief (b) is weighted by the evaluation (e) of the outcome or attribute, and the products are aggregated, as shown in the following equation.

$$A \propto \sum b_i e_i$$

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Normative Beliefs

Normative beliefs refer to the perceived behavioral expectations of such important referent individuals or groups as the person's spouse, family, friends, and -- depending on the population and behavior studied - - teacher, doctor, supervisor, and coworkers. It is assumed that these normative beliefs -- in combination with the person's motivation to comply with the different referents -- determine the prevailing [subjective norm](#). Specifically, the motivation to comply with each referent contributes to the subjective norm in direct proportion to the person's subjective probability that the referent thinks the person should perform the behavior in question (see [subjective norm](#)).

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Subjective Norm

Subjective norm is the perceived social pressure to engage or not to engage in a behavior. Drawing an analogy to the expectancy-value model of attitude (see [attitude toward the behavior](#)), it is assumed that subjective norm is determined by the total set of accessible [normative beliefs](#) concerning the expectations of important referents. Specifically, the strength of each normative belief (n) is weighted by motivation to comply (m) with the referent in question, and the products are aggregated, as shown in the following equation.

$$SN \propto \sum n_i m_i$$

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Intention

Intention is an indication of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. The intention is based on [attitude toward the behavior](#), [subjective norm](#), and [perceived behavioral control](#), with each predictor weighted for its importance in relation to the behavior and population of interest.

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Behavior

Behavior is the manifest, observable response in a given situation with respect to a given target. Single behavioral observations can be aggregated across contexts and times to produce a more broadly representative measure of behavior. In the TpB, behavior is a function of compatible intentions and perceptions of behavioral control. Conceptually, perceived behavioral control is expected to moderate the effect of intention on behavior, such that a favorable intention produces the behavior only when perceived behavioral control is strong. In practice, intentions and perceptions of behavioral control are often found to have main effects on behavior, but no significant interaction.

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Control Beliefs

Control beliefs have to do with the perceived presence of factors that may facilitate or impede performance of a behavior. It is assumed that these control beliefs -- in combination with the perceived power of each control factor -- determine the prevailing [perceived behavioral control](#). Specifically, the perceived power of each control factor to impede or facilitate performance of the behavior contributes to perceived behavioral control in direct proportion to the person's subjective probability that the control factor is present (see [perceived behavioral control](#)).

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Perceived Behavioral Control

Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior. Drawing an analogy to the expectancy-value model of attitude (see [attitude toward the behavior](#)), it is assumed that perceived behavioral control is determined by the total set of accessible [control beliefs](#), i.e., beliefs about the presence of factors that may facilitate or impede performance of the behavior. Specifically, the strength of each control belief (c) is weighted by the perceived power (p) of the control factor, and the products are aggregated, as shown in the following equation. To the extent that it is an accurate reflection of [actual behavioral control](#), perceived behavioral control can, together with [intention](#), be used to predict behavior.

$$PBC \propto \sum c_i p_i$$

Actual Behavioral Control

Actual behavioral control refers to the extent to which a person has the skills, resources, and other prerequisites needed to perform a given behavior. Successful performance of the behavior depends not only on a favorable intention but also on a sufficient level of behavioral control. To the extent that [perceived behavioral control](#) is accurate, it can serve as a proxy of actual control and can be used for the prediction of behavior.

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