

Theories Used to Create Behavior Change

Social Cognitive Theory

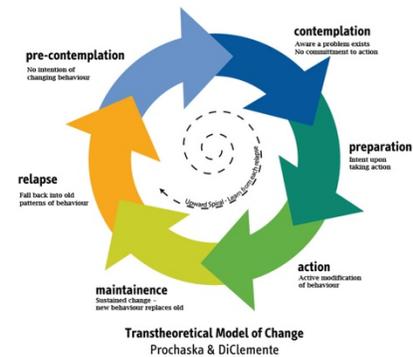
The Social Cognitive Theory focuses on an individual’s pexperiences and environment that influences a person’s behavior. An individual regulates their behavior through control and reinforcement. The constructs help explain the theory’s idea of how to make a change.

- To create behavior change, an individual uses their behavioral capability is a person’s ability to execute a behavior through their own knowledge and self-efficacy which is the person’s confidence to perform a behavior to achieve a goal.
- The behavior change is influenced by preciprocal determinism which explains that an individual has a certain amount of experiences that are influenced by the individual’s environment that directly impact behaviors. Expectations also influence whether the person will or will not complete a behavior. A person’s response to a behavior is called reinforcements which also determine if a person will or will not create a change (1).

Transtherotical Model

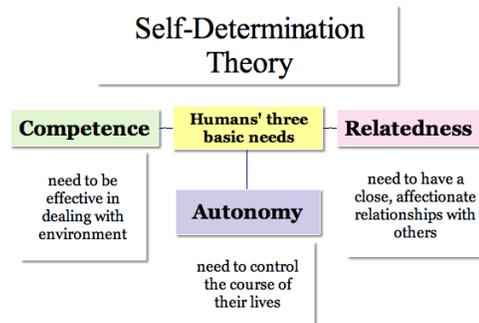
The Transtheoretical model can be described through the six phases used to create a behavior change.

- Pre-contemplation- No concious effort to make change due to lack of information or drive.
- Contemplation- Recognize there is a reason to change a behavior but does not have a plan.
- Preparation- Ready to make a change and started initial plans to take action.
- Action- Put planned actions in place without old behavior.
- Maintenance- After six months, it will take effort to make the change apart of daily life seem natural.
- Relapse- It is normal to revisit a previous stage with a new method to create behavior change that works for each person (2).



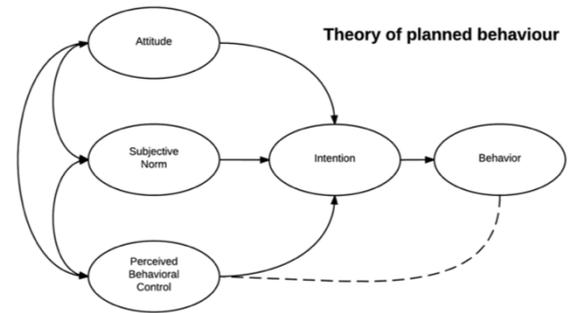
Self-Determination Theory

The Self-Determination Theory focuses on a human’s basic needs of competence, autonomy and relatedness that will ultimately impact motivation. An individual with enough motivation will create a behavior change (3).



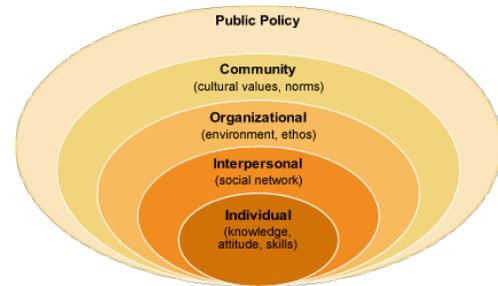
Theory of Planned Behavior

This theory is made up of four concepts of behavioral intention, attitude, subjective norm and perceived behavior control. A person uses their attitude towards a behavior, how society views the behavior and how much control a person has over a behavior to decide their behavior intention that could lead to a behavior change (4).



Socioecological Model

The Socioecological model shows that an individual's behavior is influenced by their own knowledge, interpersonal relationships, organizations or environment, cultural values or community and public policy (6).



References

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