

Attitudes & Behaviour

Psychology

Why attitudes predict behaviour poorly, and what improves the prediction.

The theory of planned behaviour.

1

Attitude toward the behaviour

Not toward the general topic.

2

Subjective norms

What important others think you should do.

3

Perceived behavioural control

Whether you believe you can.

4

Intention

The three combine into intention.

5

Behaviour

Intention plus actual control.

SPECIFICITY MATTERS

'Do you care about the environment?' predicts little

'Will you recycle this bottle today?' predicts much more

The intention-behaviour gap is large. Implementation intentions — 'when X, I will do Y' — close much of it.