The Integrative Model of Behavioral Prediction as a tool for designing STD prevention messages

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EPIDASA workshop, 22 September 2004
My intention

Explore:
- potential of the Integrative Model of Behavioral Prediction (IM) for developing STD prevention messages

Discuss – if time and attention span allow:
- issues currently under discussion
What is the IM?

• A tool for identifying crucial behavioral determinants → a theory of message strategy, i.e., message content

What is it not?

• A tool for crafting the message itself → a theory of the message, i.e., message format
**Message strategy vs. message itself**

Hornik & Woolf, 1999

- message strategy = choosing message content
- message = translation of strategy into product

Message becomes important once correct message content is chosen
Message strategy vs. message

Dutch safer sex campaigns

1995: “Will you put something on?”
targets knowledge, norms, skills/ self-efficacy

If you put something on, I’ll put something out

I’ll have safe sex, or no sex
Message strategy vs. message

Message strategy: skills building (one-liner, condom)

Message: color, ambiance, models
An integrative model of behavioral prediction (Fishbein, 2000)

Distal variables
- Demographic variables
- Attitudes towards targets
- Personality traits
- Other individual difference variables

Behavioral beliefs and outcome evaluations
- Attitude

Normative beliefs and motivation to comply
- Norms

Efficacy beliefs
- Self-Efficacy

Skills

Intention

Behavioral beliefs and outcome evaluations

Self-Efficacy

Environment constraints
An intention – behavior configuration

<table>
<thead>
<tr>
<th>Always use condoms?</th>
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- change determinants of intention = comm. messages!
- skills
- remove barriers

- yes

- change determinants of intention
- no intervention, or maintain positive intentions
An integrative model of behavioral prediction (Fishbein, 2000)

Distal variables
Demographic variables
Attitudes towards targets
Personality traits
Other individual difference variables

Behavioral beliefs and outcome evaluations

Normative beliefs and motivation to comply

Efficacy beliefs
Self-Efficacy
Efficacy beliefs

Attitude
Skills
Norms
Intention
Behavior

Environ-mental constraints
An integrative model of behavioral prediction (Fishbein, 2000)
# An intention – behavior configuration

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- **change determinants of intention**
- skills
- remove barriers

change determinants of intention

no intervention, or maintain positive intentions
# An intention – behavior configuration

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**Distal variables**
- Demographic variables
- Attitudes towards targets
- Personality traits
- Other individual difference variables

**Behavioral variables**
- Behavioral beliefs and outcome evaluations
- Normative beliefs and motivation to comply
- Efficacy beliefs
- Self-Efficacy

**Proximal variables**
- Attitude
- Norms
- Intention
- Skills
- Environmental constraints

**Behavior**
Positioning non-model or distal variables

- Attitude
- Norms
- Self-Efficacy
- Culture

Intention
Positioning non-model or distal variables

Distal variables $\rightarrow$ can be related to intention / behavior, but…

• effect is indirect $\rightarrow$ always explained by differences in beliefs

• often cannot be changed $\rightarrow$ not suitable to target in interventions

• importance lies in recognizing whether segmentation is in order
Recommended use of IM

1. define target group and identify salient beliefs in target group
2. determine crucial psychosocial behavioral predictor
3. dependent on (2), identify beliefs that discriminate between those who do and those who don’t
Step 1: Define at-risk group, e.g., less than always use condoms...

- Distal variables
  - Demographic variables?
  - Cultural background?
  - Sexual relationships?

- Condom use
Step 1: … and identify salient beliefs

Go to members of your target group

Let them list all behavioral consequences, normative referents, and barriers to behavioral performance

Use open-ended questions
Step 2: Predicting intentions to always use condoms

- **Attitude**
  - .62

- **Norms / social pressure**
  - .11

- **Self-efficacy**
  - .14

\[ R = .75 \]

Intention
Step 3: Identify crucial beliefs

Always using condoms under attitudinal control,

hence,

examine outcome beliefs
### Step 3: Identify crucial beliefs

If I would use a condom every time I have sex with a new partner, I would…

<table>
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<tr>
<th>Outcome belief</th>
<th>Non-Users</th>
<th>Users</th>
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<tr>
<td>Look stupid</td>
<td>-1.40</td>
<td>-1.20</td>
</tr>
<tr>
<td>Show my partner that I care</td>
<td>-.59</td>
<td>.41</td>
</tr>
<tr>
<td>Reduce my sexual pleasure</td>
<td>.36</td>
<td>-.32</td>
</tr>
<tr>
<td>Reduce my risk for common STDs</td>
<td>-.80</td>
<td>.61</td>
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-2 = very unlikely, 2 = very likely  

**Means not based on real data!**
When is a belief a good target candidate?

• relation with intention - behavior
• can we change it? Experience-based beliefs are almost impossible to change through communication, might even boomerang!
• or can we strengthen its relation with intention – behavior?
So what can the IM offer message development?

- Tells us exactly *what* we need to tell our audience
- Provides cues for segmentation
- Guides both message development and evaluation
The position of prevention programs within the IM

- Distal variables
  - Exposure to STD prevention program

- Behavioral beliefs and outcome evaluations
  - Attitude
  - Skills

- Normative beliefs and motivation to comply
  - Norms
  - Intention
  - Behavior

- Efficacy beliefs
  - Self-Efficacy

- Environmental constraints
IM guides message strategy

Dutch safer sex campaigns 1993 and 1994 target self-efficacy
IM guides message strategy, but does not theorize about what the message should look like.

Dutch safer sex campaigns 1995 target self-efficacy.
Example of comprehensive approach

AIDS Community Demonstration Projects
- IM guides (a) message strategy and (b) evaluation studies
- behavioral journalism guides message format

Some unresolved issues

- Self-efficacy or perceived behavioral control?
- Does the intention – behavior structural model have practical value?
- Behavior change can occur without changing beliefs