Table of contents

Preface 2

Summary 4

1. Introduction 7
1.1 Motivation & Background 7
1.2 Together We Can 8
1.3 South Africa: current situation 10
1.4 Dominican Republic: current situation 11
1.5 Attitudes and Behaviour 12
1.5.1 Attitude 13
1.5.2 Janz’ and Becker’s Health Belief Model 13
1.5.3 Fishbein and Ajzen’s Theory of Planned Behaviour 14
1.5.4 Bandura’s Self-efficacy Theory 16
1.5.5 Integrated Model of Predictive Behaviour 17
1.6 Attending, comprehending and accepting a persuasive text 19
1.6.1 Elaboration Likelihood Model of Persuasion: 19
Motivation 21
Ability 22
Opportunity 23
1.6.2 Content, Style and the Use of Illustrations: 24

The Instruction Material 25
Content: 26
Argument types and strength 26
Argument relevance 26
Arguments and new information 27
Fear appeals 27
Anecdotes and Explanations 28
Heuristics 28
Counter-arguments 29
Style: 29
Direct speech 30
Adjectives 30
Illustrations: 31
Colours: 31
Desirability and Likeability 31
1.6.3 Attention, comprehension and acceptation 32
1.7 Definition of the problem 33

2. Method 35
2.1 Material 35
2.2 Research Design 35
2.3 Instrumentation 35
2.3.1 Part 1: Characterising the instruction material 36
2.3.2 Part 2: Questioning attitude towards safe sex 36
2.3.3 Part 3: Questioning attitude towards the instruction material 38
2.4 Subjects 40
2.4.1 Subjects South Africa 40
2.4.2 Subjects Dominican Republic 40
### 3. Results

#### 3.1 Results Part 1: Characterising the instruction material
- 3.2.1 Behaviour 45
- 3.2.2 Beliefs 46
- 3.2.3 Norms 48
- 3.2.4 Partner Communication 49
- 3.2.5 Self-efficacy 50
- 3.2.6 Self-esteem 51
- 3.2.7 Knowledge 53

#### 3.2 Results Part 2: Attitudes towards safe sex
- 3.3.1 Need for Cognition 55
- 3.3.2 Involvement 56
- 3.3.3 Content, Style and Illustrations 56
- 3.3.4 Overall Evaluation 57

#### 3.3 Results Part 3: Attitudes towards the instruction material
- 3.4.1 Behaviour and Need for Cognition, Involvement and Overall Evaluation 59
- 3.4.2 Beliefs on condom use and Need for Cognition, Involvement and Overall Evaluation 60
- 3.4.3 Norms on condom use and Need for Cognition, Involvement and Overall Evaluation 61
- 3.4.4 Partner Communication and Need for Cognition, Involvement and Overall Evaluation 62
- 3.4.5 Self-efficacy and Need for Cognition, Involvement and Overall Evaluation 63
- 3.4.6 Self-esteem and Need for Cognition, Involvement and Overall Evaluation 64
- 3.4.7 Knowledge and Need for Cognition, Involvement and Overall Evaluation 65

### 4. Conclusion and Discussion

#### 4.1 Attitude change
- 4.2.1 Attitude towards the “Together We Can”-programme 73
- 4.2.2 Linking attitude change to textual elements 78

#### 4.2 Attitude and instruction material
- 4.3 Conclusion 79

### 5. Literature

### Appendices