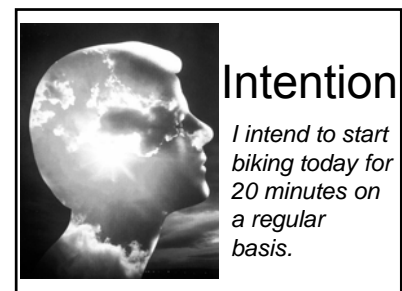


- Intention
- Risk Perception
- Outcome Expectancies
- Self-Efficacy
- Planning

- Intention
- Risk Perception
- Outcome Expectancies
- Self-Efficacy
- Planning



Intention

(a) "I intend to eat as little fat as possible (such as avoid fat meat, cheese, etc.)"

(b) "I intend to eat healthy foods as much as possible."

($r = .48$).

Intention

I intend to perform the following activities for at least 5 days per week for 30 minutes..."

(1) ...strenuous (heart beats rapidly, sweating) physical activity.

(2) ...moderate (not exhausting, light perspiration) physical activity.

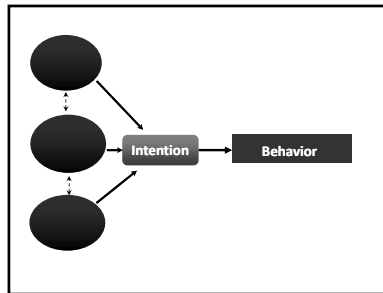
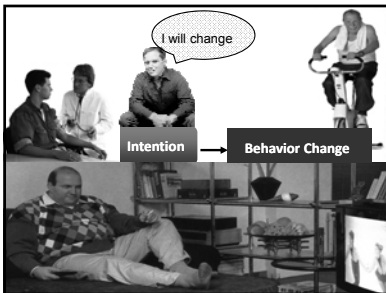
Intercorrelation of the two items $r = .21$.

My goal is: _____

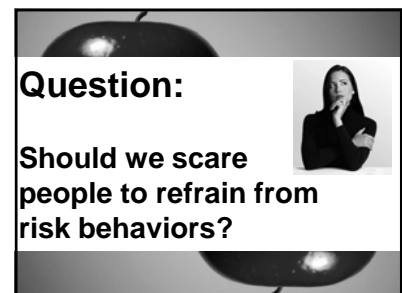
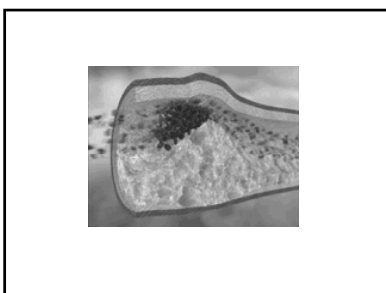
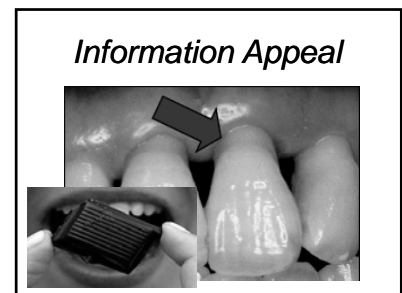
Step 3: _____

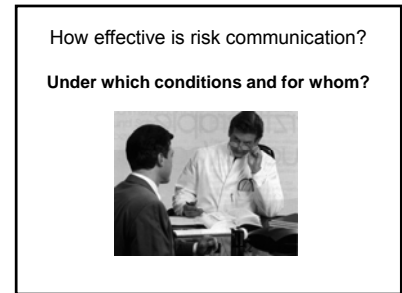
Step 2: _____

Step 1: _____




- **Intention**
- **Risk Perception**
- **Outcome Expectancies**
- **Self-Efficacy**
- **Planning**



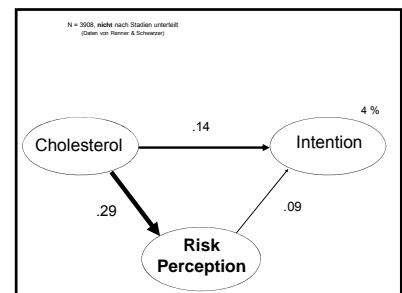
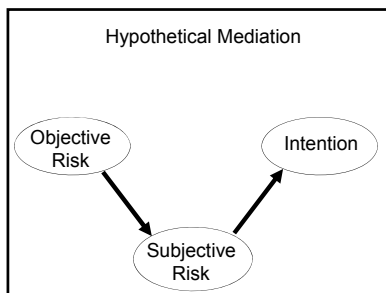
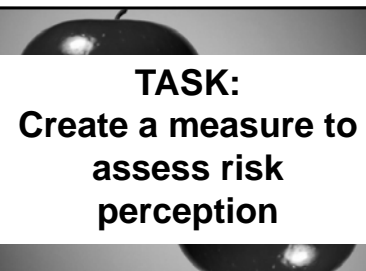


High fear appeals can facilitate health behavior change only when combined with specific instructions on **when, where, and how** to perform them.




Leventhal, H., Singer, R., & Jones, S. (1965). Effects of fear and specificity of recommendation upon attitudes and behavior. *Journal of Personality and Social Psychology*, 2, 20-29.

Leventhal, H., Watts, J. C., & Pagano, F. (1967). Effects of fear and instructions on how to cope with danger. *Journal of Personality and Social Psychology*, 6, 313-321.

TASK:
Create a measure to assess risk perception



How likely is it that you will have a heart attack one day?

very unlikely moderately likely very likely

□₁ □₂ □₃ □₄ □₅ □₆ □₇

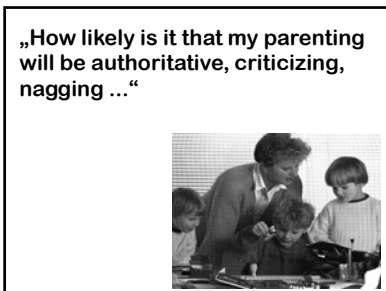
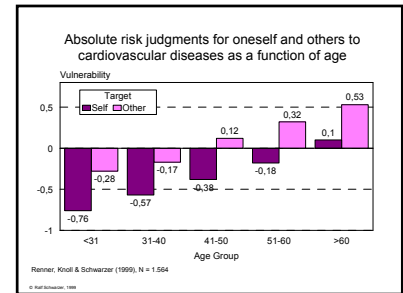
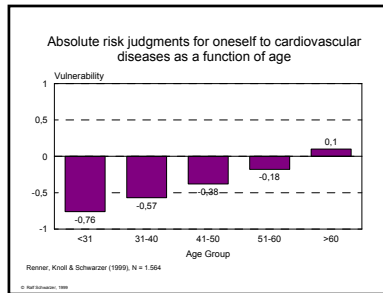
Personal and Average-Peer Risk Perceptions

„How likely is it that [you / an average peer] will experience ...“

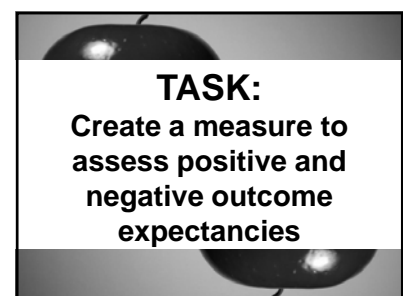
- High Cholesterol
- High Blood Pressure
- Heart Attack
- Stroke
- Heart Disease

very unlikely (1) - very likely (7)

Perloff & Fetzer, 1995



- Intention
- Risk Perception
- Outcome Expectancies
- Self-Efficacy
- Planning



Positive Outcome Expectancy

If I conduct more exercise, **then** my blood pressure will be lowered.



Negative Outcome Expectancy

If I conduct more exercise, **then** I have to invest more time and money.

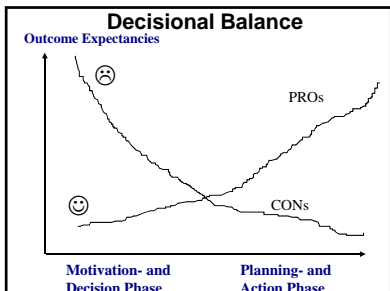


Smoking helps me to relax

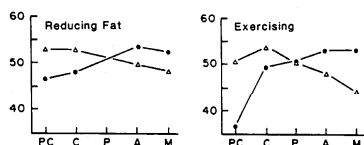
If I become more active, I will enjoy life.



Decisional Balance



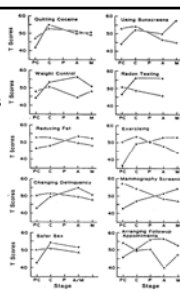
Decisional Balance



Prochaska, J. O. (1994). Strong and weak principles for progressing from precontemplation to action on the basis of twelve problem behaviors. *Health Psychology*, 13(4), 47-54.

Positive and negative outcome expectancies (pros and cons) change their mean levels across stages:

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance (Prochaska et al.)



Positive Outcome Expectancy

If I try harder to support my child, **then** my child will become more self-confident.



Negative Outcome Expectancy

If I support my child, **then** I have to control my temper and to invest more time for child care.



Question:

Would you prefer prevention or promotion?



Prevention or Promotion

If I criticize less, **then** my child will have less negative affect.

If I try harder to support my child, **then** my child will become more self-confident.



Question:

How can we frame messages?



Message Framing

If I try harder to support my child, **then** my child will become more self-confident.

Gain-Framed Message

If I try harder to support my child, **then** my child will become less anxious or irritated.

Loss-Framed Message



Message Framing

	Warm Interactions	Harsh Interactions
Gain-Framed	If I try harder to support my child, then my child will become more self-confident. (gain)	Harsh methods of control do not promote self-confidence. (no gain)
Loss-Framed	If I try harder to support my child, then my child will become less anxious or irritated. (no loss)	Harsh methods of control have negative emotional effects on my child. (loss)

- Intention
- Risk Perception
- Outcome Expectancies
- Self-Efficacy
- Planning

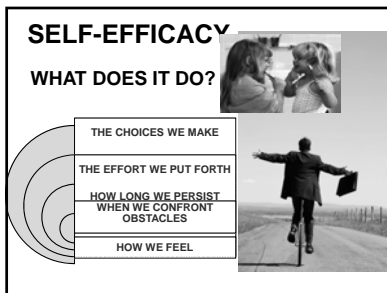
Perceived Self-Efficacy: The Can Do-Cognition



“Self-efficacy is the *belief* in one’s capabilities to organize and execute the sources of action required to manage *prospective* situations.”

Bandura, 1986





TASK:
Create a measure to assess perceived self-efficacy



Dietary Self-Efficacy

I am certain that I can stick to a healthy diet, even if my partner continues to consume junk food.

Parental Dietary Self-Efficacy

I am certain that I can help my child to stick to a healthy diet, even if it loves junk food.

Smoking Cessation Self-Efficacy

If someone offers me a cigarette, I can decline it without hesitating.

Parental Smoking Cessation Self-Efficacy

I am certain that I can quit smoking to protect my child.

Parental Physical Exercise Self-Efficacy


I am certain that I can exercise with my children....

- even if I feel exhausted.
- even if I have a high workload.
- even if there is something exciting on TV.


I am certain that I can supervise homework without losing my temper and without pushing my child too hard.

"Self-efficacy is the belief in one's capabilities to organize and execute the sources of action required to manage prospective situations."

Bandura, 1986




Question:
What is the difference between self-esteem, self-concept, and perceived self-efficacy?




The construct of Perceived Self-Efficacy

- competence-based
- prospective
- operative (behavioral)



What is the role of perceived self-efficacy within the health behavior change process?



Action Self-Efficacy

Please think about the first days after the rehabilitation.

How confident are you that you can start with more physical activity in your familiar surroundings?

I am confident that I can start engaging in physical activities immediately, ...	not at all true	hardly true	moderately true	exactly true
... even if I have to pull myself together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... even when I have to force myself to start doing this right now.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


Recovery Self-Efficacy
(=coping self-efficacy or maintenance self-efficacy)

In spite of good intentions minor or major setbacks might occur. Imagine you have not been exercising for a while.

How certain are you that you will be able to resume your physical activity after such a break?

I am confident that I can restart engaging in physical activity again, ...	not at all true	hardly true	moderately true	exactly true
... even when I haven't engaged in physical activity for several times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...even when I wasn't able to pull myself together on one occasion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Perceived self-efficacy is influential in the **motivation** phase as well as in the **volition** phase



Zhang, J. X., & Schwarzer, R. (1995). Measuring optimistic self-beliefs: A Chinese adaptation of the General Self-Efficacy Scale. *Psychologia, 38* (3), 174-181.

	完全 不 正 確	尚 算 正 確	多 數 正 確	完 全 正 確
1. 如果我看力去做的话, 我總是能夠解決問題的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 即使別人反對我, 我仍有辦法取得我想要的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 對我來說, 學得所學和達成目標是輕而易舉的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 我內備有有效地應付任何突如其來的事情。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 以我的才實, 我定能應付意料之外的情況。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 如果付出必要的努力, 我一定能解決大多數的困難。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Chinese Adaptation of the General Self-Efficacy Scale
Zhang, J. X., & Schwarzer, R. (1995). Measuring optimistic self-beliefs: A Chinese adaptation of the General Self-Efficacy Scale. *Psychologia, 38* (3), 174-181.


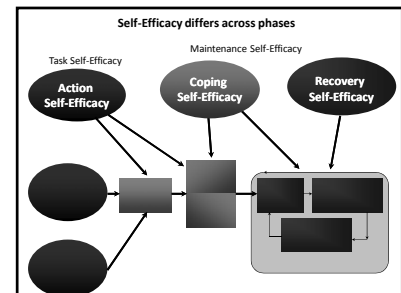
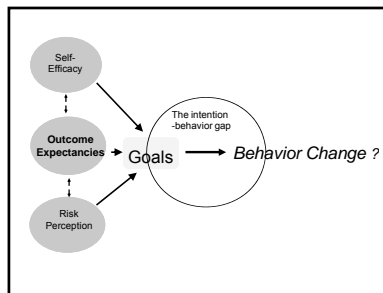
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5. 以我的才實, 我定能應付意料之外的情況。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 如果付出必要的努力, 我一定能解決大多數的困難。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 我能力解決困難, 因為我可依賴自己處理困難的能力。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 面對一個難題時, 我通常能找到幾個解決方法。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 有困難的時候, 我通常能想到一些應付的方法。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 即使什麼事在我身上發生, 我總能轉機付諸行動。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Physical Exercise Self-Efficacy

I am certain that I can exercise....


- *even if I feel exhausted.*
- *even if I have a high workload.*
- *even if there is something exciting on TV.*

- Intention
- Risk Perception
- Outcome Expectancies
- Self-Efficacy
- Planning



High fear appeals can facilitate health behavior change only when combined with specific instructions on **when**, **where**, and **how** to perform them.



Leventhal, H., Singer, R., & Jones, S. (1965). Effects of fear and specificity of recommendation upon attitudes and behavior. *Journal of Personality and Social Psychology*, 2, 20-29.

Leventhal, H., Watts, J. C., & Pagano, F. (1967). Effects of fear and instructions on how to cope with danger. *Journal of Personality and Social Psychology*, 6, 313-321.

Strategic Planning for Intenders:

Action Planning and Coping Planning




Action Planning

(Implementation Intentions; Gollwitzer, 1993)

Translating intentions into action:

- ☑ **when** will I act?
- ☑ **where** will I act?
- ☑ **how** will I act?



Coping Planning

- ☒ **anticipation** of barriers and obstacles
- ☒ **preparation** of coping strategies
- ☒ mental simulation of successful **coping**

Sniehotta, Scholz & Schwarzer, 2003

TASK: Create measures to assess action planning and coping planning

Planning

I have already planned
[where; how, when, and how often]
I will be physically active.

3 items, Cronbach's $\alpha = .90$ 

Item	1	2	3	4	5
1	1	2	3	4	5
2	6	7	8	9	10
3	11	12	13	14	15
4	16	17	18	19	20
5	21	22	23	24	25
6	26	27	28	29	30
7	31	32	33	34	35
8	36	37	38	39	40
9	41	42	43	44	45
10	46	47	48	49	50
11	51	52	53	54	55
12	56	57	58	59	60
13	61	62	63	64	65
14	66	67	68	69	70
15	71	72	73	74	75
16	76	77	78	79	80
17	81	82	83	84	85
18	86	87	88	89	90
19	91	92	93	94	95
20	96	97	98	99	100

Planning

I have made a detailed plan
regarding...

- (a) ...what to do in difficult
situations in order to stick to
my intentions.
(b) ...how to deal with relapses.
($r = .75$).

Assessment of Coping Planning

I have made a detailed plan regarding...	not at all true	hardly true	moderately true	exactly true
... what to do if something interferes with my plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... how to cope with setbacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... how to stick to my intentions, even in difficult situations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... which good opportunities for action to take.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... when to be especially careful in order to avoid setbacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Sniehotta & Scholz, 2002)

Action Plans: What kind of physical activity would you like to perform?

Activity 1 Activity 1

Activity 2 When?

Activity 3 Where?

How long?

Coping Plans: What barrier might prevent you from being active at least 3 x 30 minutes per week?

Barrier 1 How could you overcome this barrier?

Barrier 2 Barrier 1

Barrier 3 Strategy 1

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Action Plans: Which kind of physical activity would you like to perform?

Activity 1 Activity 1

Activity 2 1 action plan When?

Activity 3 Where?

How long?

Coping Plans: Which barrier might prevent you from being active for at least 3 x 30 minutes per week?

Barrier 1 How could you overcome this barrier?

Barrier 2 1 coping plan Barrier 1

Barrier 3 Strategy 1

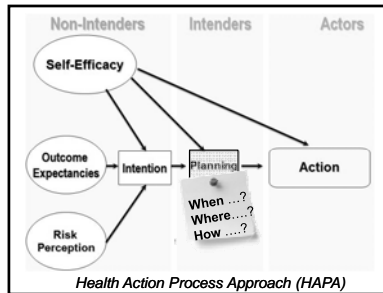
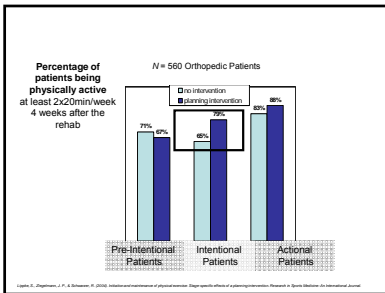
98

Physical Exercise in Orthopedic Rehabilitation



Sonia Lippe & Jochen Ziegelmann





- 1. Awareness of goals and commitment to goals:** Are children continuously aware of their intentions?
 - 2. Self-monitoring:** Do children observe their actual behaviours, and do they realize whether any discrepancies exist between their intentions and their behaviours?
 - 3. Self-regulatory effort:** Do children invest effort and do they persist in the face of barriers or setbacks, when discrepancies between their intentions and their behaviours surface?
-

