

Lecture 3:

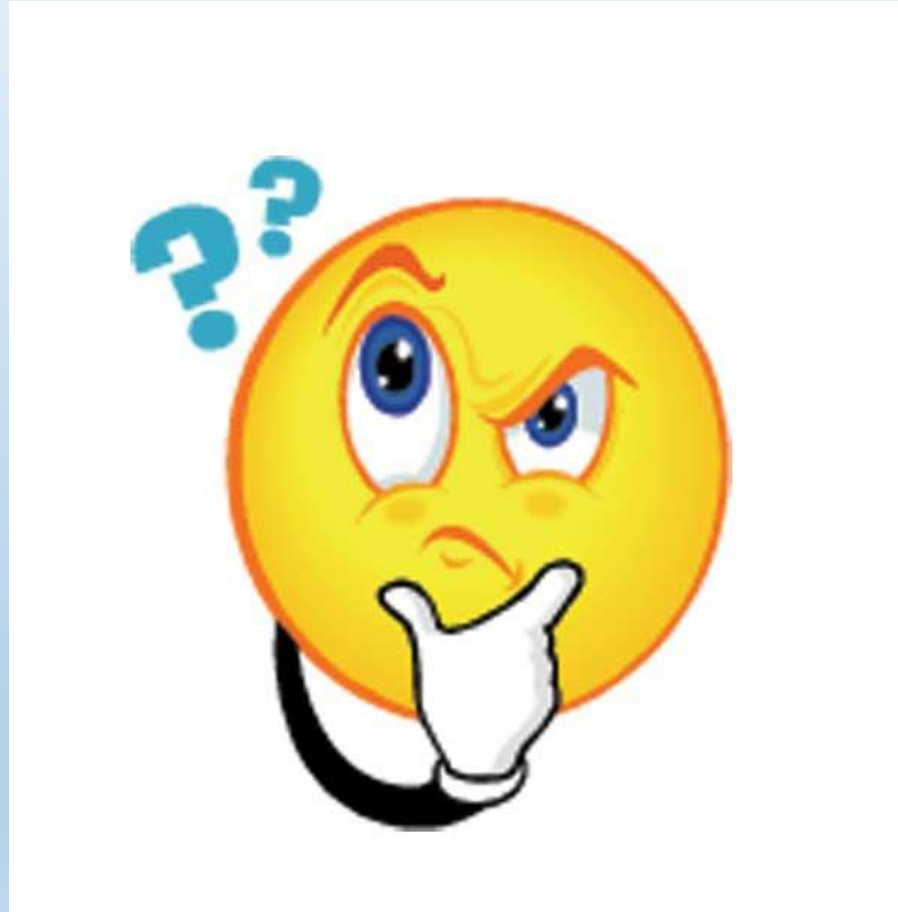
Motivation, Emotion & Health

Dr Ceri Phelps

Theoretical Perspectives on Behaviour Change

- Use of theory to underpin behaviour change intervention helps to clarify what the focus of an intervention or behaviour change programme is
- Theories can identify:
 - which construct is being targeted (e.g., cognition, motivation, emotion)
 - the mechanisms influencing behaviour change
 - the populations most likely to benefit from the intervention
- Persuasion and communication underpin many psychological models of behaviour change
- Understanding motivation and confidence (self-efficacy) is key to this...

What motivates you?

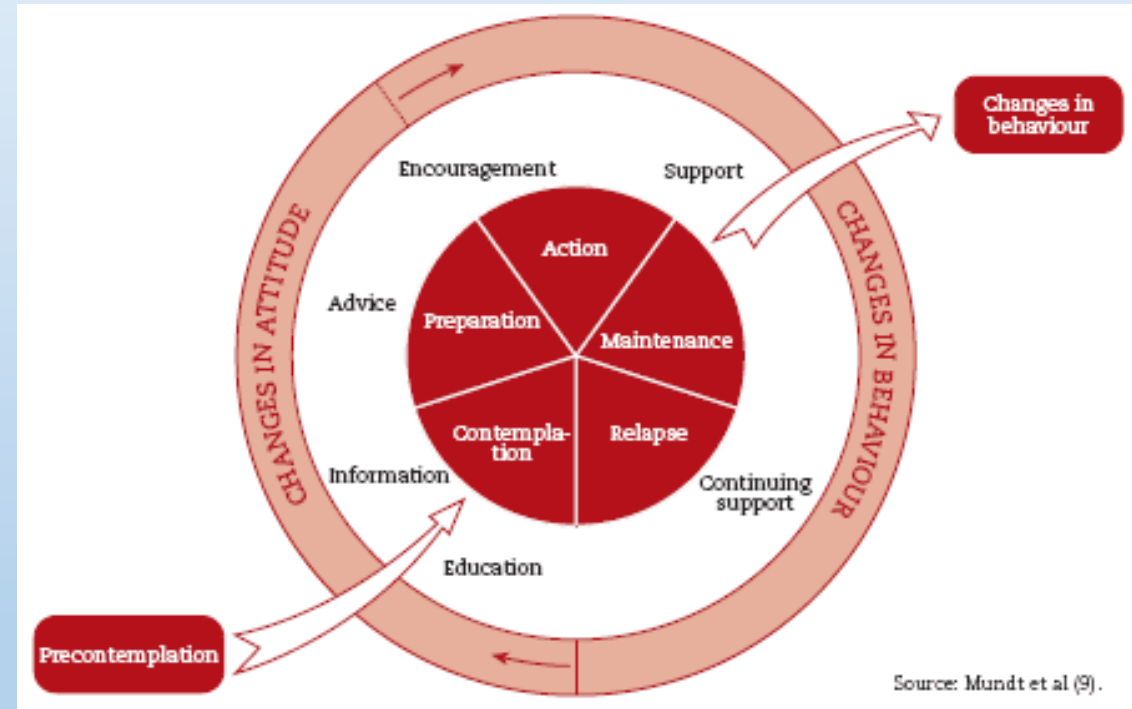
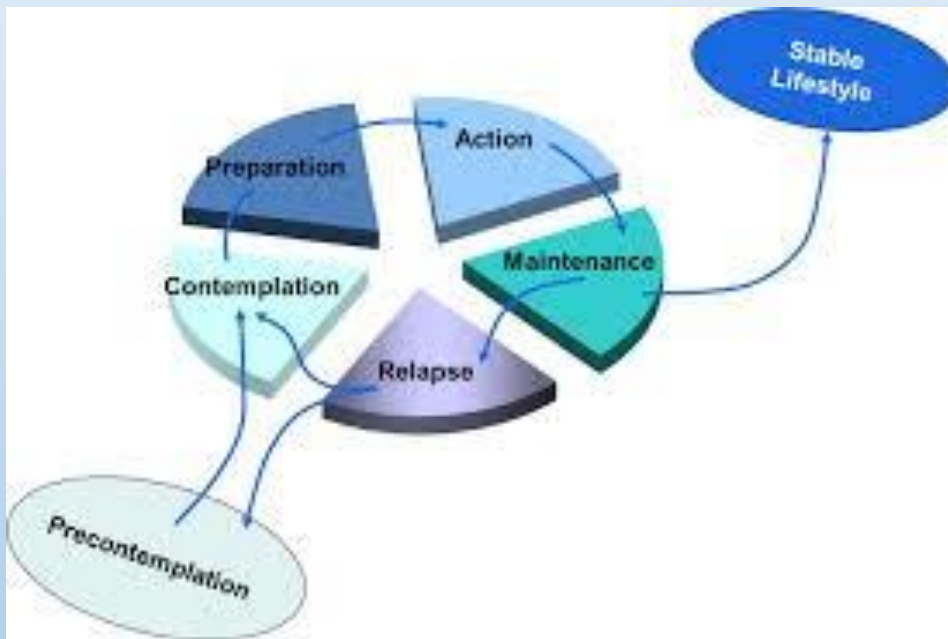


Motivation

A drive to act in a certain way

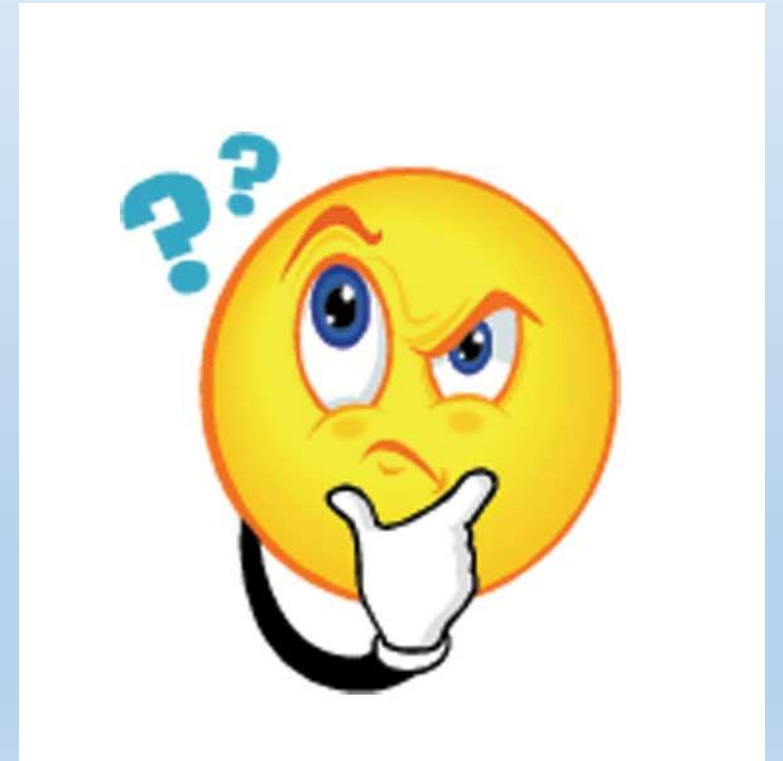
- Drive theories of motivation
 - Focused around biological drives such as hunger
- Evolutionary theories of motivation
 - Focused around social motivation that increases chances of survival
- Incentive theories of motivation
 - Focus on role of external factors that trigger and regulate behaviour (expectancies and values important)

The Psychology of Behaviour Change



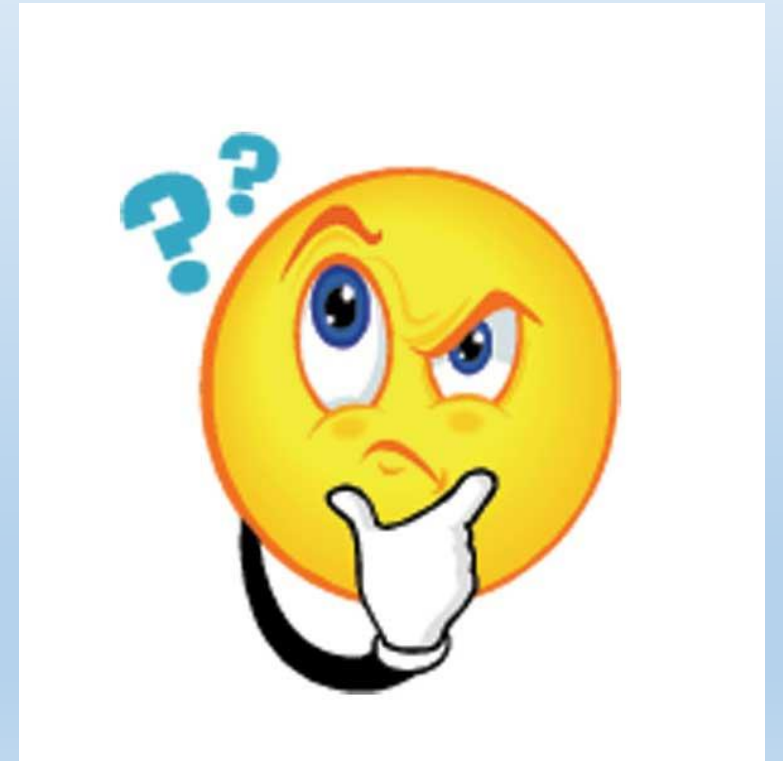
Critical thinking....

- what techniques or strategies could you use to encourage someone to change their behaviours?

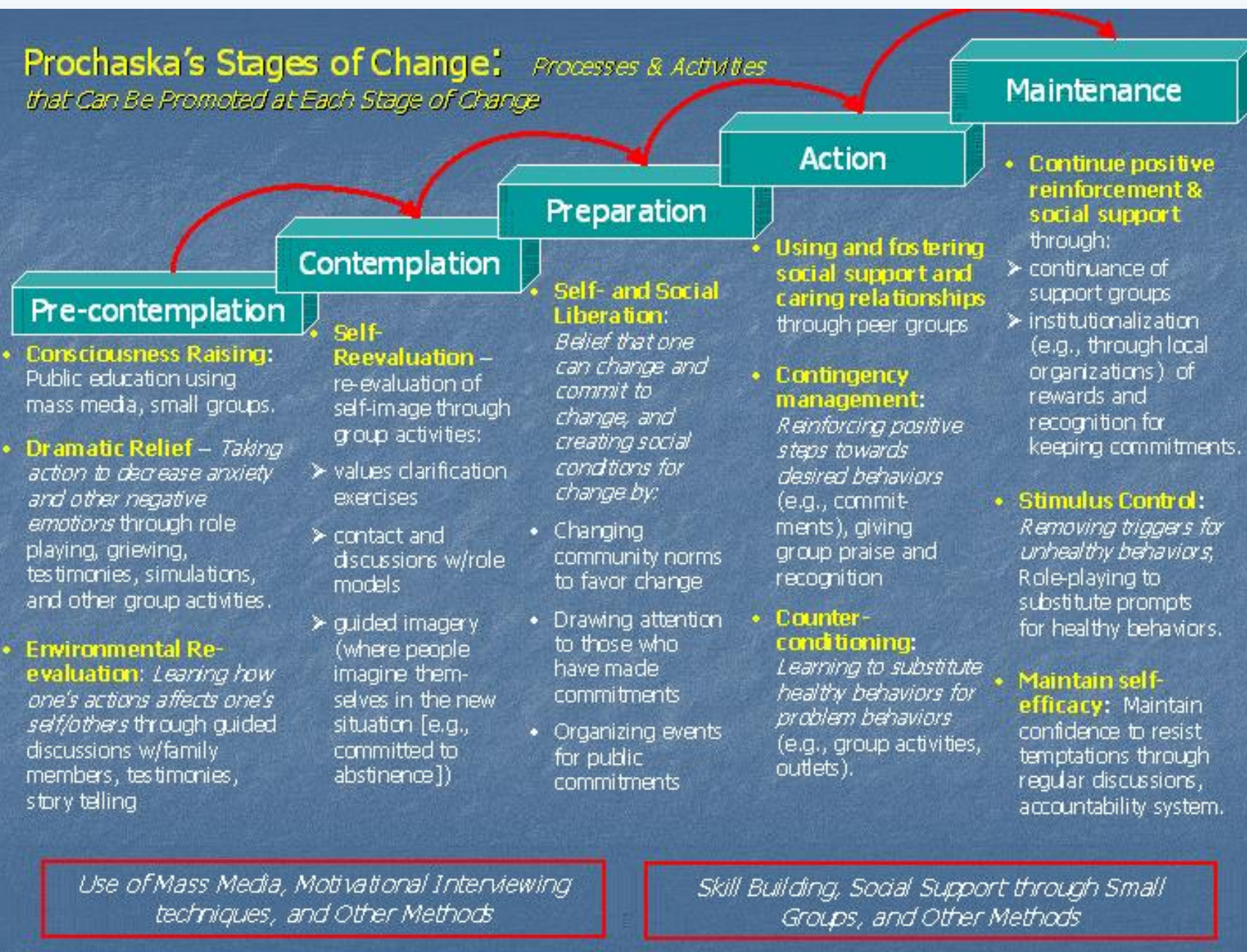


Critical thinking....

- What techniques or strategies could you use to encourage someone to change their behaviours?
- What psychological principles apply?
- What evidence is there to support this?

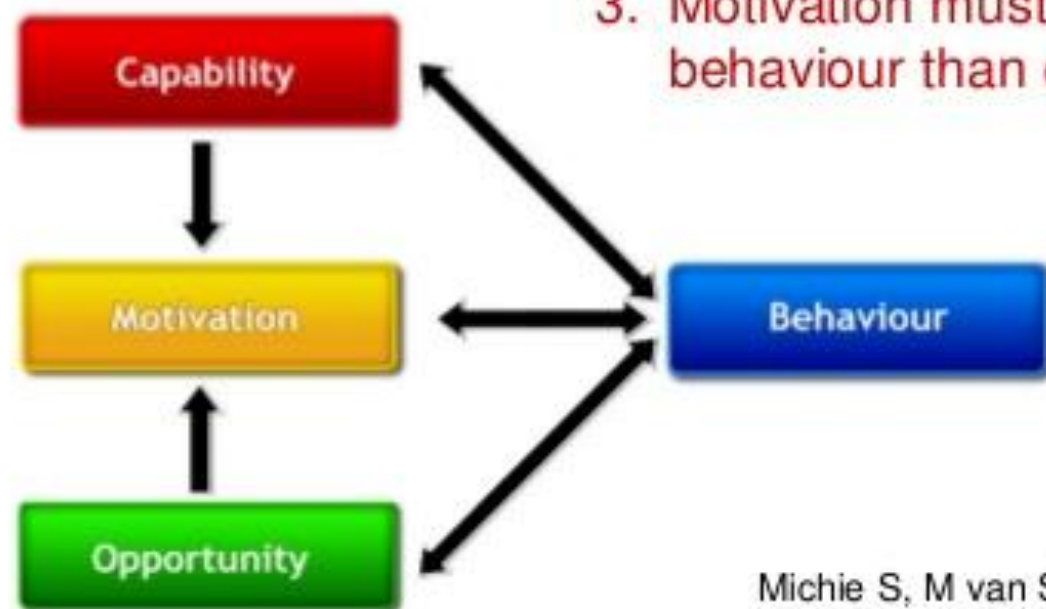


Prochaska's Stages of Change: *Processes & Activities that Can Be Promoted at Each Stage of Change*



Where motivation fits in to understanding behaviour: COM-B

1. Capability, motivation and opportunity all need to be present for a behaviour to occur
2. They all interact as part of a system
3. Motivation must be stronger for the target behaviour than competing behaviours

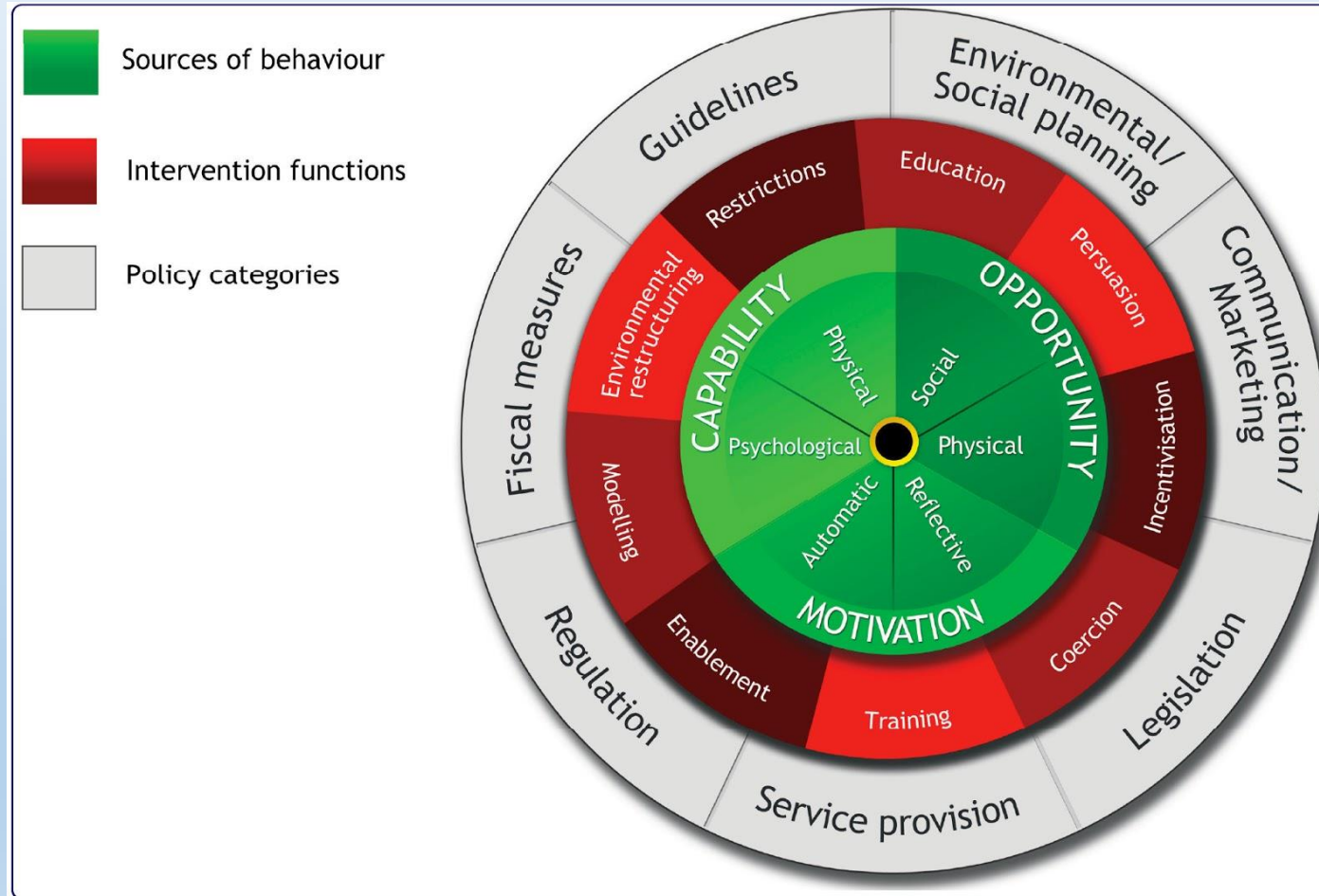


Michie S, M van Stralen, West R (2011) The Behaviour Change Wheel: A new method for characterising and designing behaviour change



- Motivation
 - Incentivize
 - Persuade
 - Support choice (not too much)
- Capability
 - Educate
 - Tighten the feedback loop
 - Model
- Opportunity
 - Choice architecture
 - Restructure environment
 - Use social norms

Behaviour Change Wheel



Behaviour Change Wheel

- <https://www.youtube.com/watch?v=XKwLplsPapc>
- <https://www.youtube.com/watch?v=o3vjG-HAwGw>

Motivational Interviewing

- Technique which encourages individual to explore the current motivations to change and their reasons for resistance to change
- Psychologist will facilitate the individual to minimise any resistance to behaviour change
- Emphasises the individual's perspective of the advantages and disadvantages of changing their behaviour
- Strategies such as goal-setting are only implemented with the individual's agreement

Motivational Interviewing

Five key principles:

- Express empathy through reflective listening.
- Develop discrepancy between clients' goals or values and their current behaviour.
- Avoid argument and direct confrontation.
- Adjust to client resistance rather than opposing it directly.
- Support self-efficacy and optimism.

Motivational Interviewing

Figure 3-1
Stage-Specific Motivational Conflicts

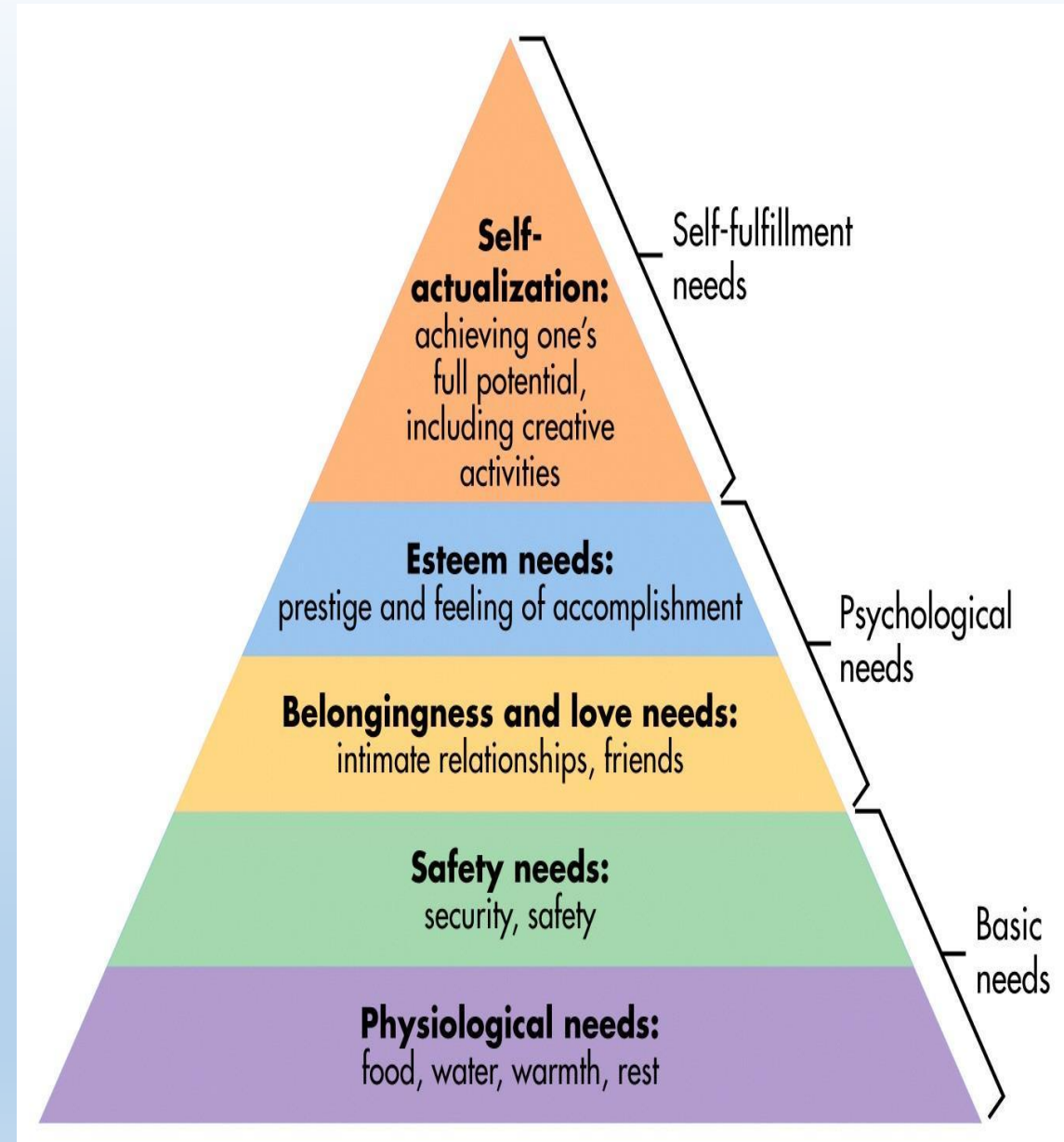
Stage of Change	Client Conflict
Precontemplation	I don't see how my cocaine use warrants concern, but I hope that by agreeing to talk about it, my wife will feel reassured.
Contemplation	I can picture how quitting heroin would improve my self-esteem, but I can't imagine never shooting up again.
Preparation	I'm feeling good about setting a quit date, but I'm wondering if I have the courage to follow through.
Action	Staying clean for the past 3 weeks really makes me feel good, but part of me wants to celebrate by getting loaded.
Maintenance	These recent months of abstinence have made me feel that I'm progressing toward recovery, but I'm still wondering whether abstinence is really necessary.

Person-centred approaches to changing behaviour

- NICE (2014) – person-centred approaches involving collaboration between individual and practitioner should support and motivate individuals to:
 - Understand the consequences of their health-related behaviours
 - Feel positive about the benefits of health-enhancing behaviours
 - Plan changes in terms of easy steps over time
 - Recognise how social contexts and relationships may affect behaviour
 - Plan “if-then” coping strategies to prevent relapse
 - Make a personal commitment by setting and recording goals
 - Share their behaviour change goals with others
- These principles are reflected in both CBT and motivational interviewing
- Both approaches involve goal-setting, cognitive reframing and relapse prevention

Emotion & Motivation

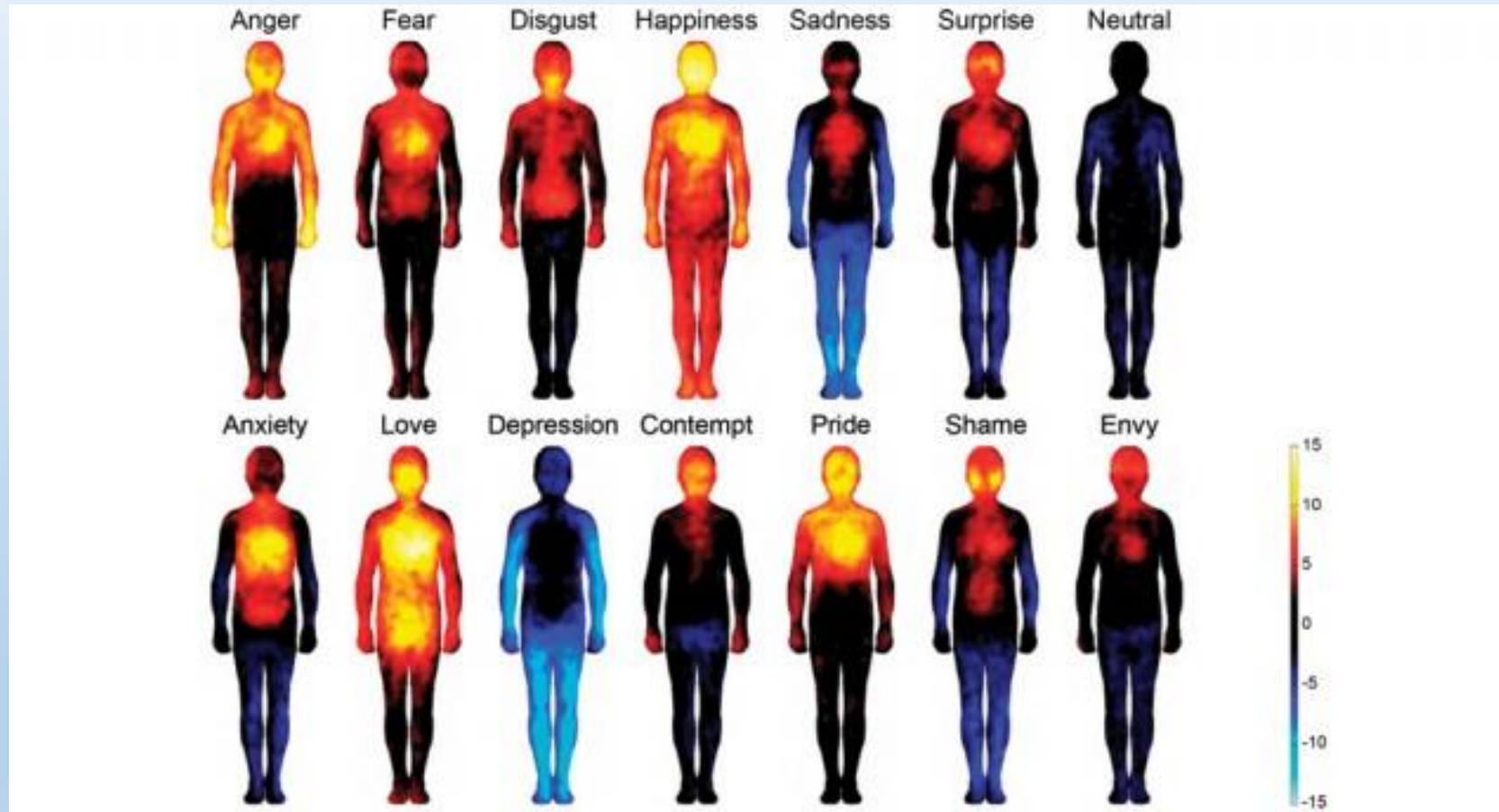
- Emotion and motivation are complementary processes.
- Emotion emphasizes arousal - physical and mental - while motivation emphasizes how this arousal becomes action.
- Emotion provides cues for orienting our actions and to convey information to others.



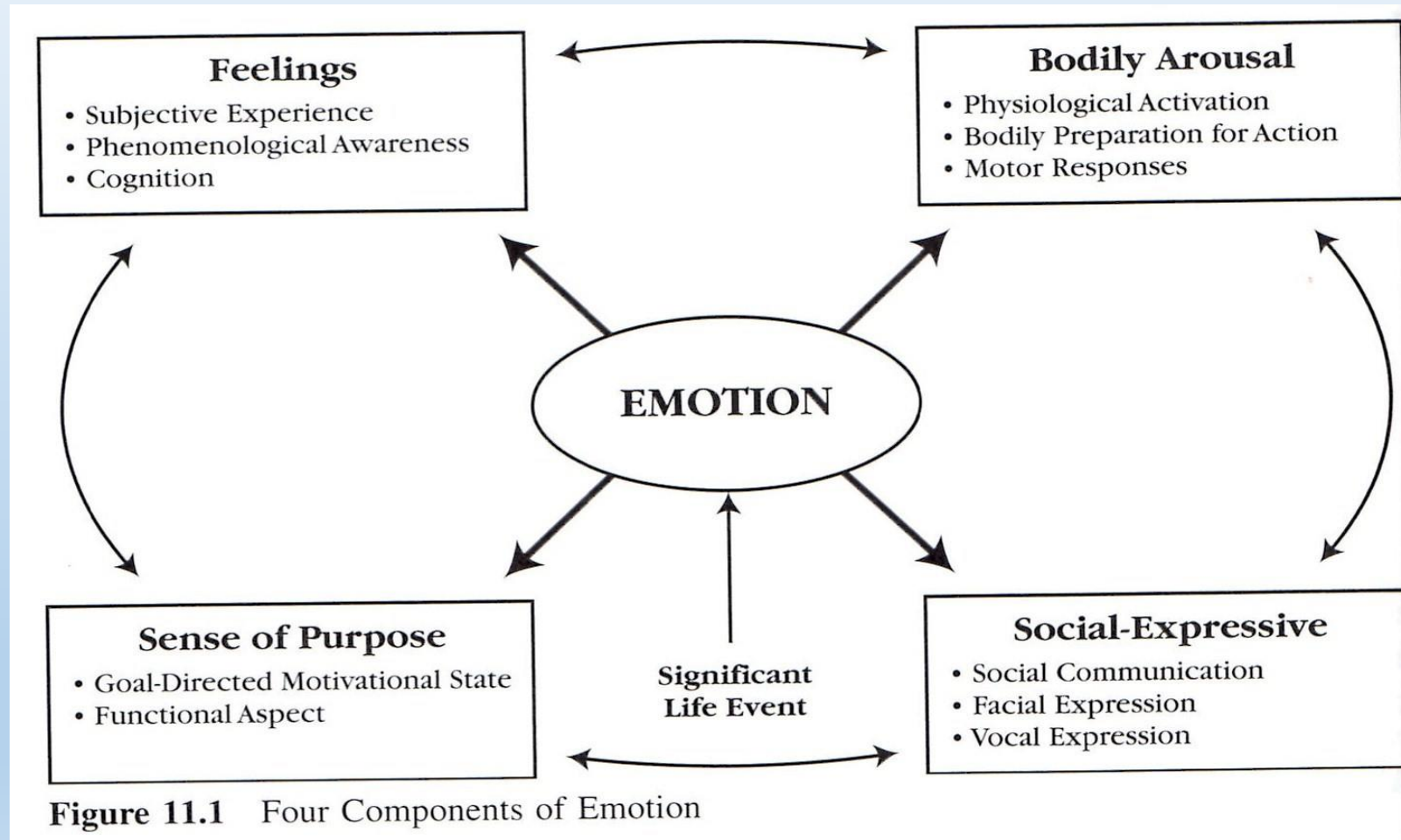
Emotion

- Emotions are complex neurochemical, physiological and behavioural responses to various type of stimuli that typically have positive or negative values for us.
- Primary emotions: anger, disgust, fear, joy, sadness and surprise.
- Social emotions: shame, pride, guilt, envy, honour and jealousy.
- Feeling: subjective awareness of our sensations and emotional responses.

Emotion

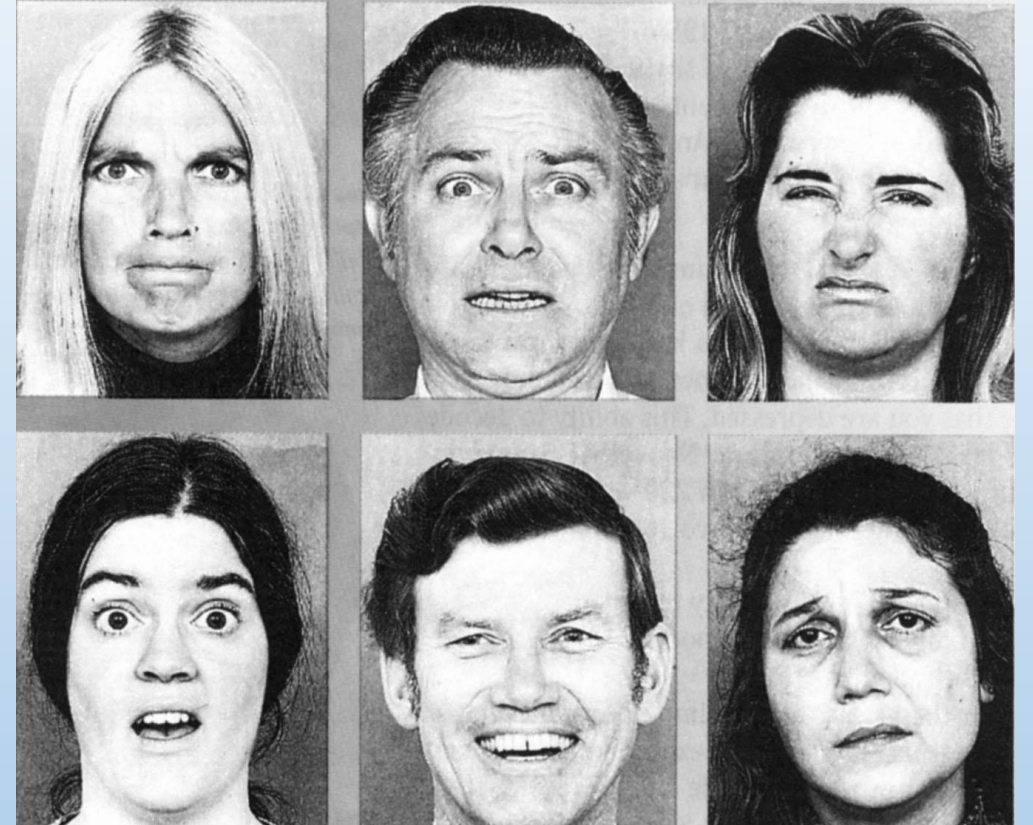


Emotion



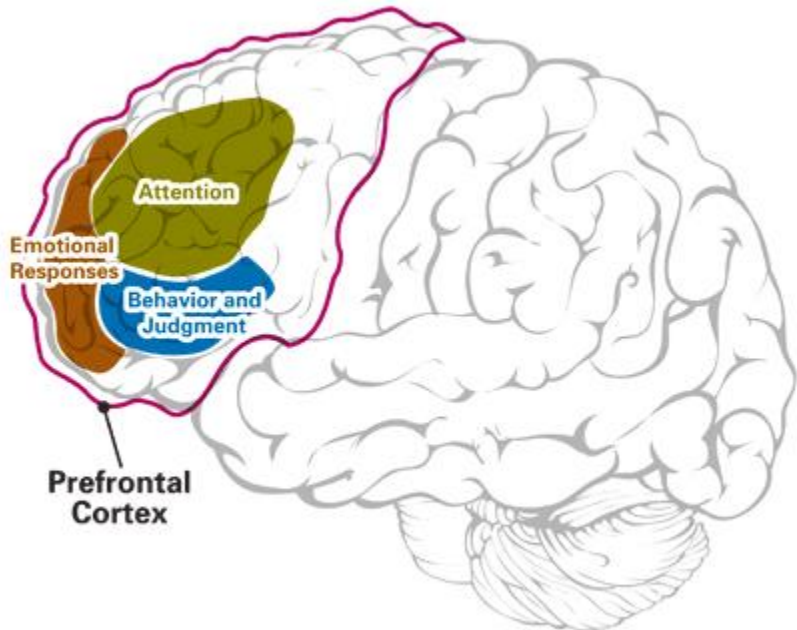
Emotion

Universality of emotion –
Ekman's basic emotions

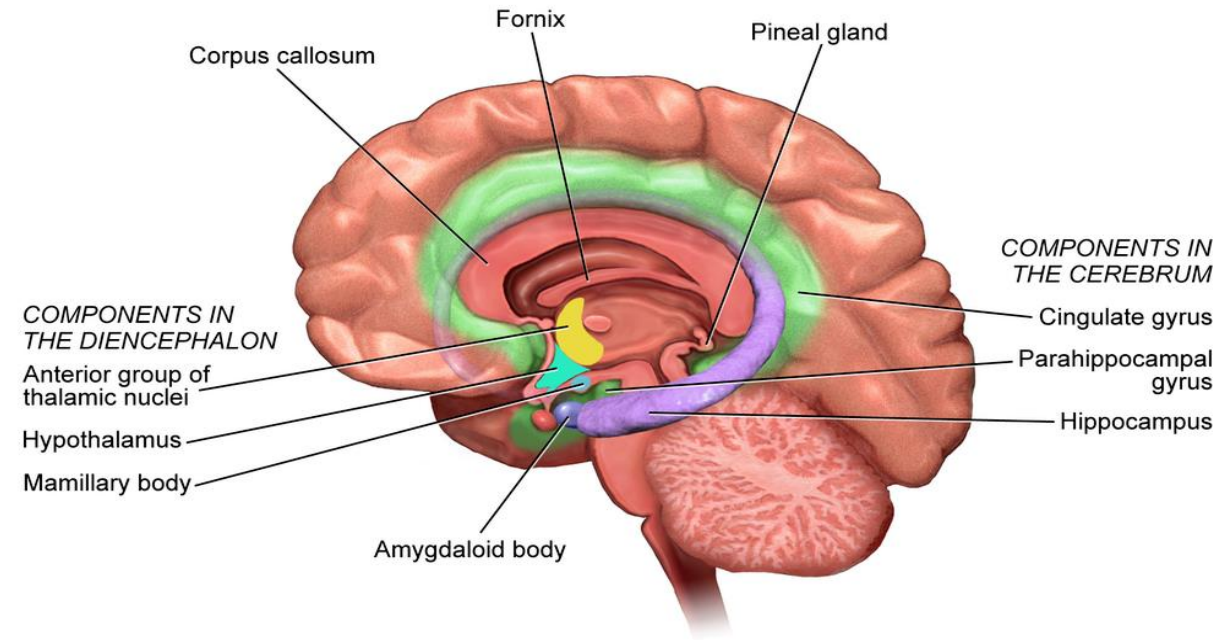


Emotion

- Physiological component

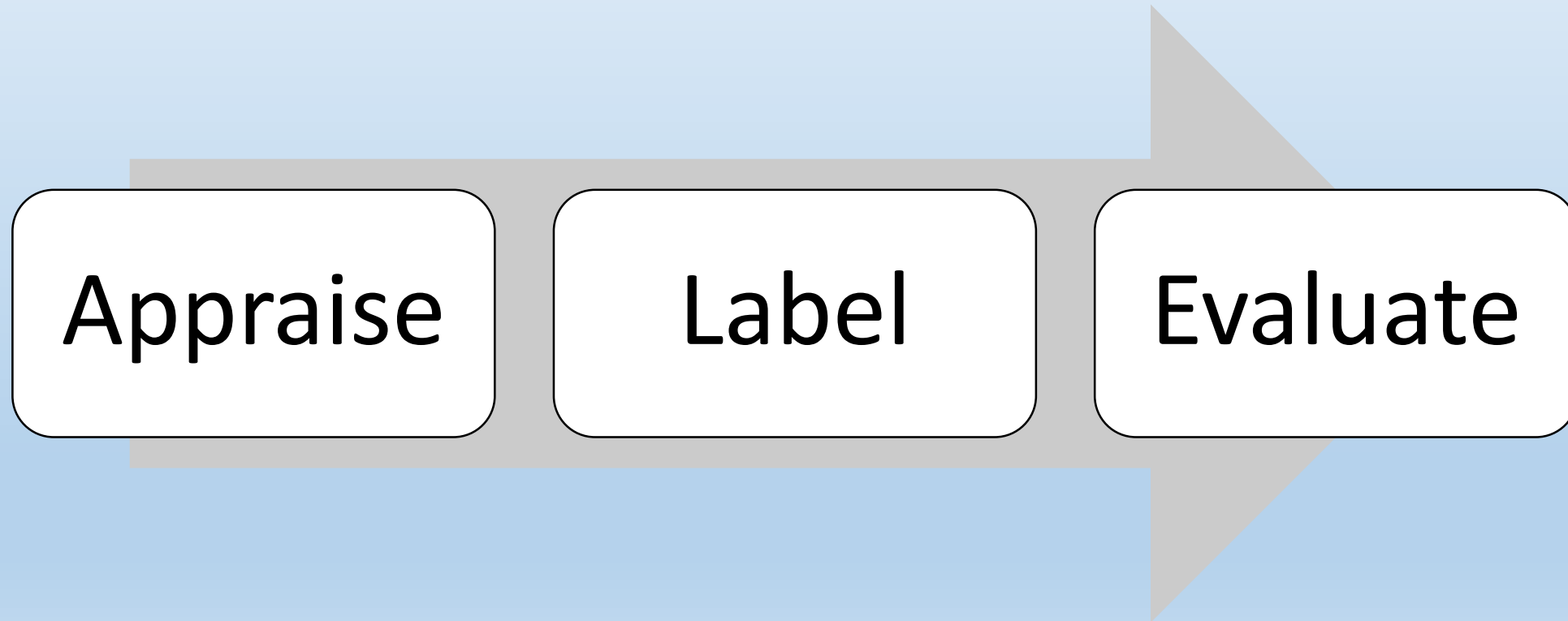


The Limbic System



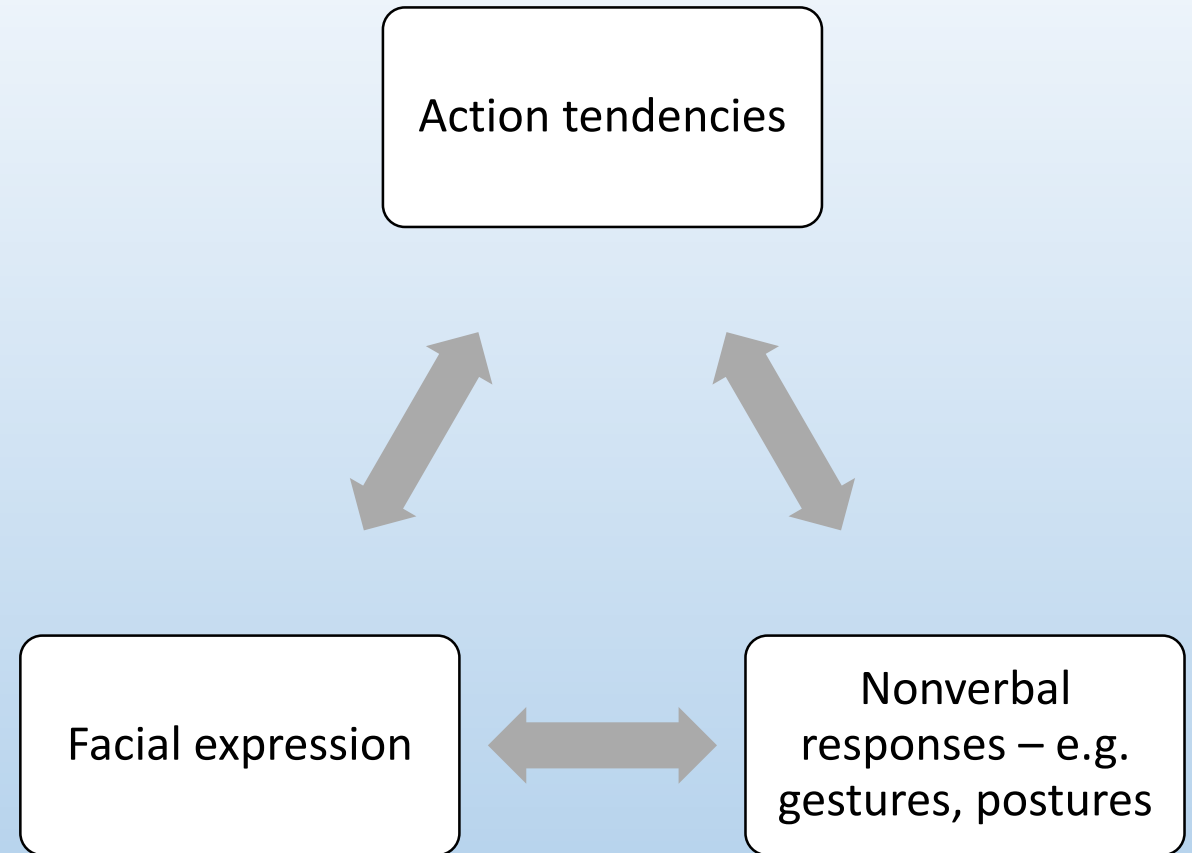
Emotion

- Cognitive component



Emotion

- Behavioural component



Theories of emotion

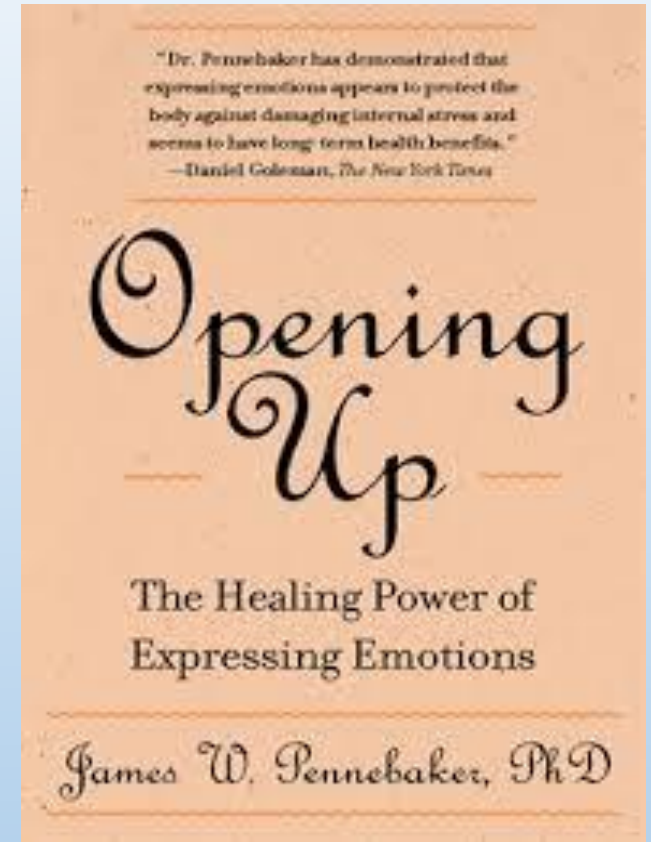
Theory		First Response	Second Response
James-Lange	Stimulus	Nervous system arousal	Conscious emotion
Cannon-Bard		Nervous system arousal and conscious emotion	Action
Schachter-Singer		Nervous system arousal and cognitive appraisal	Conscious emotion

Emotion & Health

- Mind-body connection (e.g. stress)
- Happiness and better health
- Hostility and cardiovascular disease
- Depression and autoimmune disorders
- Personality traits – e.g. neuroticism, Type A, optimism, inhibition

Emotion & Health

- Poor emotion regulation and expression linked to: somatization, substance abuse, gastrointestinal disorders, eating disorders, mood disorders, and lower back pain.
- Emotion regulation strategies (e.g. cognitive reappraisal, distraction, expressive suppression).
- James Pennebaker's research on writing and well-being
- Mindfulness-based interventions for health



Cognitive behaviour therapy for behaviour change

- CBT originated as approach for treating psychological health problems (e.g., anxiety, depression, phobias)
- Offers a structured, time-limited and active form of behaviour change therapy focused on recognising the influence of emotions, cognitions, physiological processes and behaviours on an individual's experiences and behaviour
- Aimed at identifying and stopping habitual unhealthy behaviours and replacing them with more healthy behaviours

Cognitive behaviour therapy for behaviour change

MacDowall et al. (2006) CBT applied to health behaviour change involves recognition that:

- Health-related behaviour is learned from childhood and can be habitual
- Principles of positive and negative reinforcement apply to behaviour change
- Achieving “harm-reduction” often more realistic goal than complete cessation of a behaviour

Cognitive behaviour therapy for behaviour change

<https://www.youtube.com/watch?v=ds3wHkwiuCo>

<https://www.youtube.com/watch?v=5juIXl9KGRc>

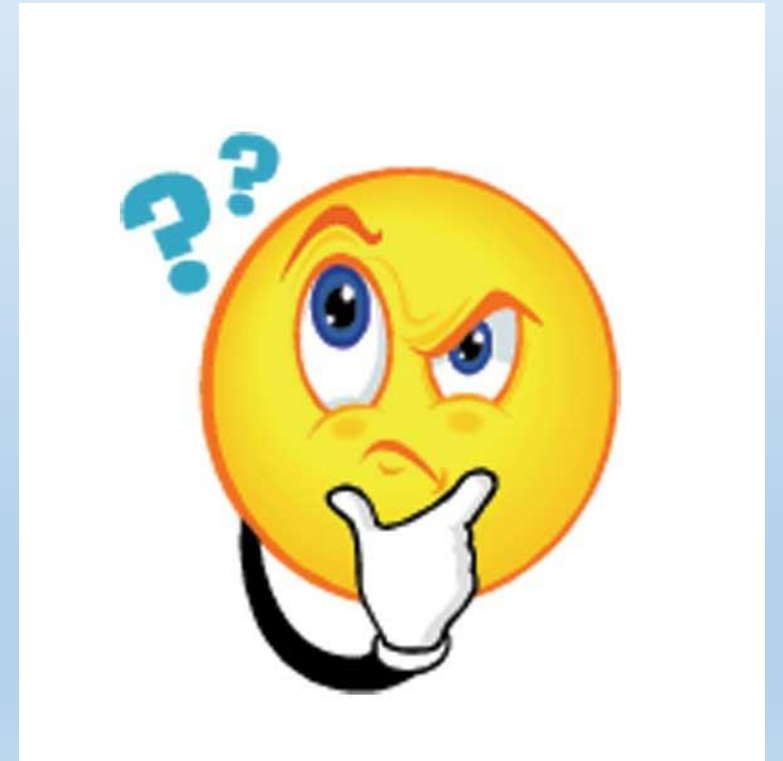
Critical thinking....

- What are the similarities and differences between MI and CBT?
- What other therapeutic approaches exist?



Critical thinking....

- To what extent are individuals completely responsible for their own health?
- What are the potential barriers to the effectiveness of individual approaches?



Prudent Healthcare in Wales

- <https://www.youtube.com/watch?v=Dc0efOm2M9M>
- What psychological principles/variables are mentioned in this video?

Social Justice & Public Health

Rawls (1971)

- Social conditions into which somebody is born can have a profound impact on what they can achieve and aspire to achieve
- The political, social, and economic structures of a society should ensure equal opportunity for health for all

Key readings

- Chapter Two: Ayers, S., & de Visser. (2011). *Psychology for Medicine*. London: SAGE
- Chapter 5 of Wilson, Mabhala & Massey (2015) *Health improvement & wellbeing: strategies for action*. Berkshire: Open University Press