



LCHS4010

Psychology in Health and Social Care

Week 8

**Applying Psychology -
Attitudes, Planned Behaviour,
and Motivation**

Image generated by CoPilot



Plan for today

- Health and Social Care professionals often work with people of very different backgrounds.
- In today's session we will be drawing from concepts studied by social psychologists and focus on factors that influence people's behaviour.

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Attitudes and Behaviour



Theory of Planned Behaviour



Motivation - Maslow

Attitudes

Psychologists study attitudes because they play a crucial role in shaping our thoughts, behaviours, and interactions with the world.

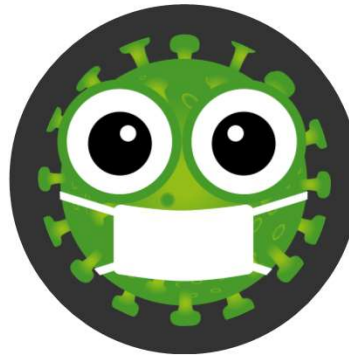
Attitudes are relatively enduring evaluations of people, objects, or ideas, and they influence how we perceive and respond to various situations.

Understanding attitudes helps psychologists predict behaviour, improve communication, and develop interventions to change attitudes and change behaviour.



Attitudes

- e.g - taking pills, gambling, homelessness, smoking or mask wearing
- Some early definitions of social psychology regarding social psychology as the study of attitudes (Allport, 1935; Martin & Carlson, 2023)
- Attitudes can affect the way we pay attention to our environment and the way we behave (Morrison & Bennett, 2016)

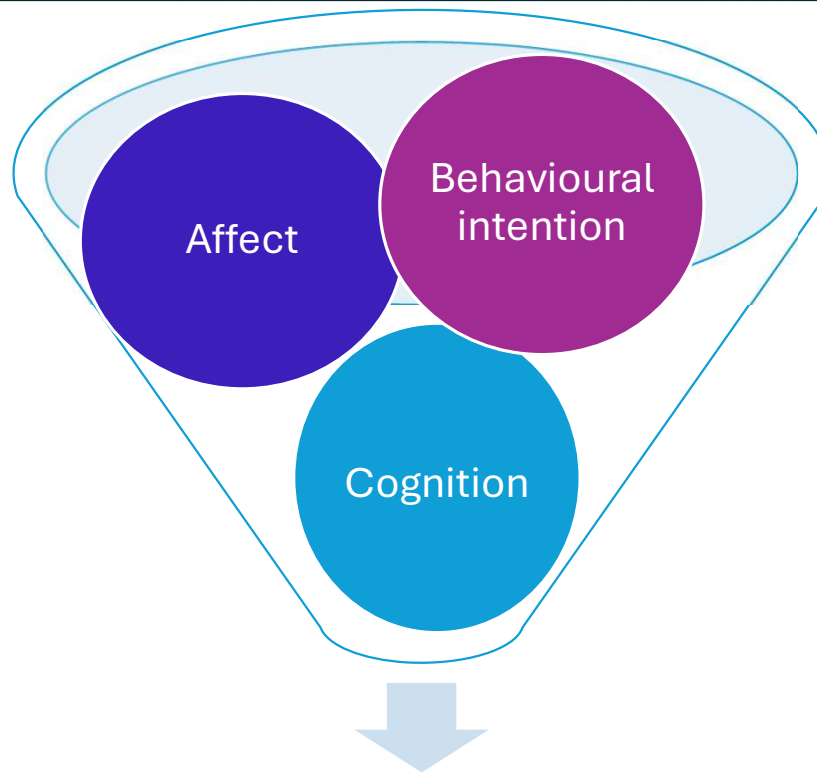


ABC of Attitudes (Himmelfarb and Eagly, 1974)



A cluster of feelings that an attitude object (Person, activity, physical object) arouses:

For example, seeing cigarettes and feeling relaxed



Attitude

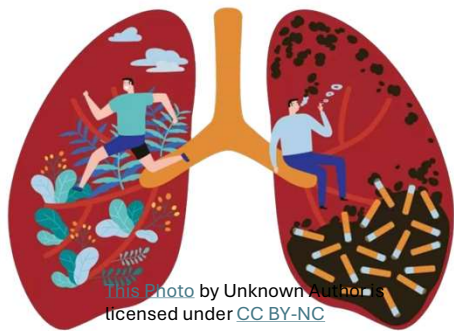


An intention to act in a particular way with a particular object:
Intention to smoke



A set of beliefs about an object:
Smoking is bad for health
Smoking relaxes me
It's good to smoke with your mates

Changing attitude can lead to behaviour change



Health campaigns can raise people's awareness and knowledge of the damage smoking can bring.

These can lead to people stopping smoking.

A successful campaign will aim to work on changing all three ABC elements of attitude – Affect, Behaviour, and Cognition.

Why do we study attitude?

Attitudes seen as one of the most fundamental drivers of human behaviour (Sweldens, Corneille & Yzerbyt, 2014)

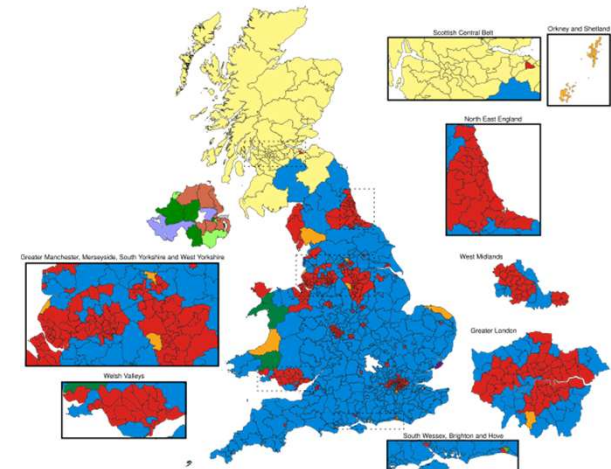
In certain situations, our attitude towards an event or issue strongly predicts how we behave.

- American's political attitude in the 1984 President election strongly predicted their voting behaviour six months later Kraus (1995)
- Strong attitudes towards an issue more likely to lead to behaviour (Maio & Haddock, 2009)

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But:
Attitude does not
always predict
behaviour



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In some cases, the relation between attitudes and behaviour is not as strong:

- People have a positive attitude towards blood donation but may not actively donate blood (Maio & Haddock, 2009).
- Young people may smoke with their friends but hold an ambivalent attitude about smoking.

Other factors also influence how we behave

The Theory of Planned Behaviour

The theory of planned behaviour is a cognitive theory by Azjen (1985) (Ajzen & Schmidt, 2020).

It proposes that a person's decision to perform a certain behaviour e.g. stopping binge drinking, can be predicted by a number of factors including how strong their intention is to do that behaviour.

This theory is best applied to behaviours that are under our voluntary control, in other words behaviours which we can **consciously** choose to do or not do.



https://miro.medium.com/v2/resize:fit:786/format:webp/1*WCutAOzLYZzNofHjWcGFcw.jpeg

“Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in a behavior, the more likely should its performance” (Ajzen, 1991, p.181).





SUBJECTIVE NORMS

**SUPPORT GIVEN BY MS
SIGNIFICANT OTHERS -
I.E., FAMILY & FRIENDS**



The intention to do a behaviour is determined by 3 variables:

Personal attitudes

Our attitudes and beliefs about the behaviour

1. Positive
2. Negative

Subjective norms

- Our perception of what other people think of the behaviour
 - What we think other people think of behaviour

Perceived behavioural control

- How much do we believe we can control and determine our behaviour

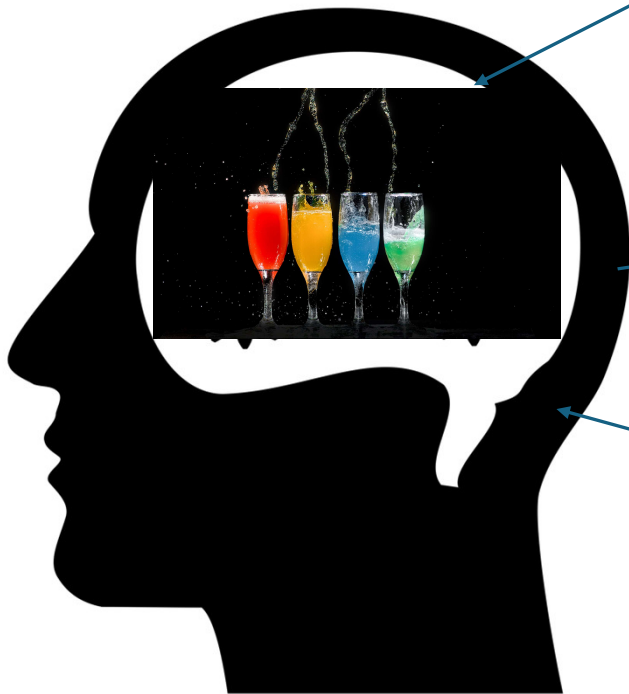
Subjective norms



They all enjoy binge drinking. This is how we have a good time



They worry about me when I am drunk



It contributes to anti-social behaviour and puts a strain on the NHS.

Perceived behavioural control

External factors

- Will my friends support me if I say I want to stop binge drinking?

Internal factors

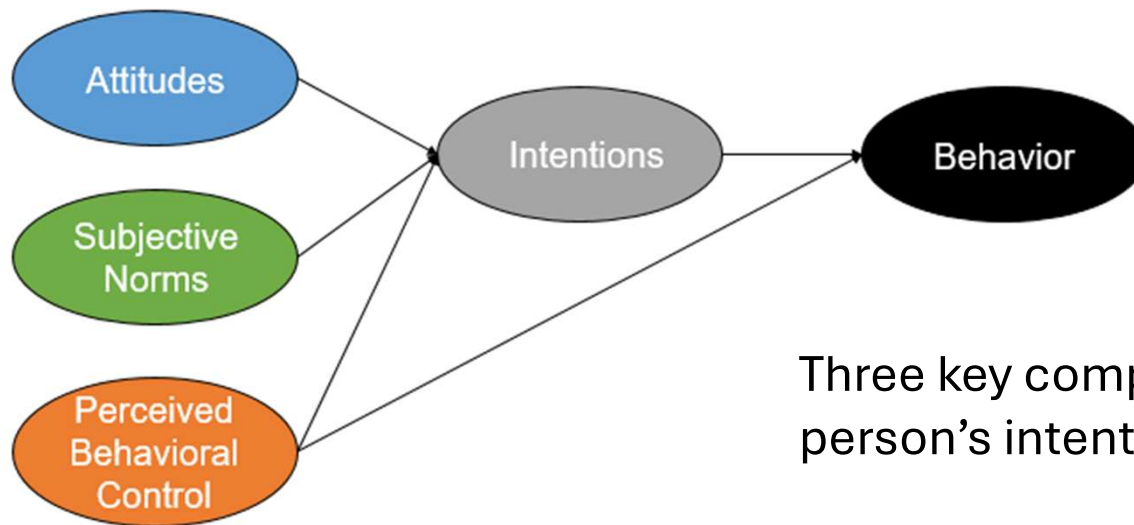
- Am I confident enough to go out and socialise with other people if I am not very drunk?

- The more **control** we think we have over our behaviour the greater our **intention** becomes to actually perform the behaviour.
- This level of intention is also influenced by our **personal attitudes** and **subjective norms**.
- Additionally, if we think we have more **control** over our behaviour then this also means we try harder and longer to succeed when actually **performing the behaviour**.

Theory of Planned Behaviour

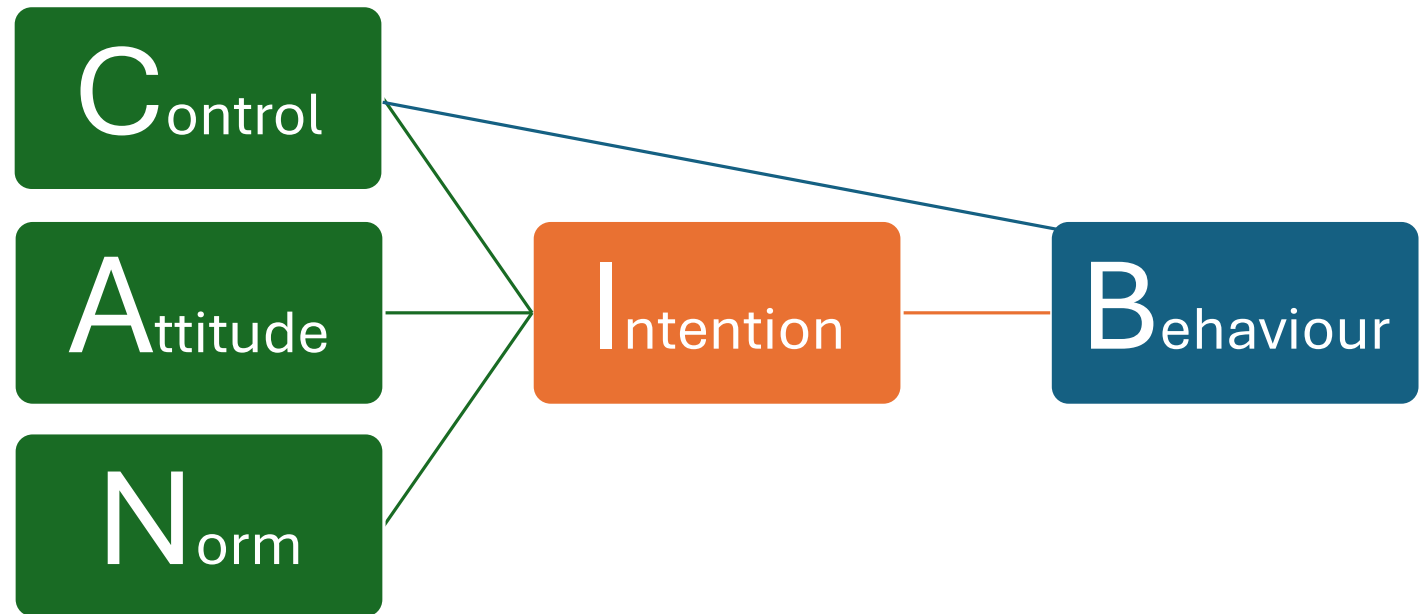
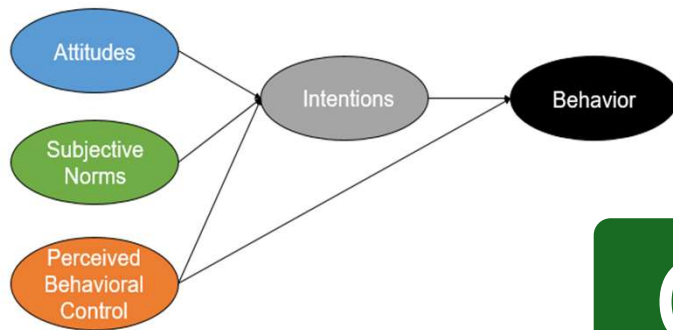
(Ajzen & Schmidt, 2020)

Intention is the strongest predictor to a person's behavioural change



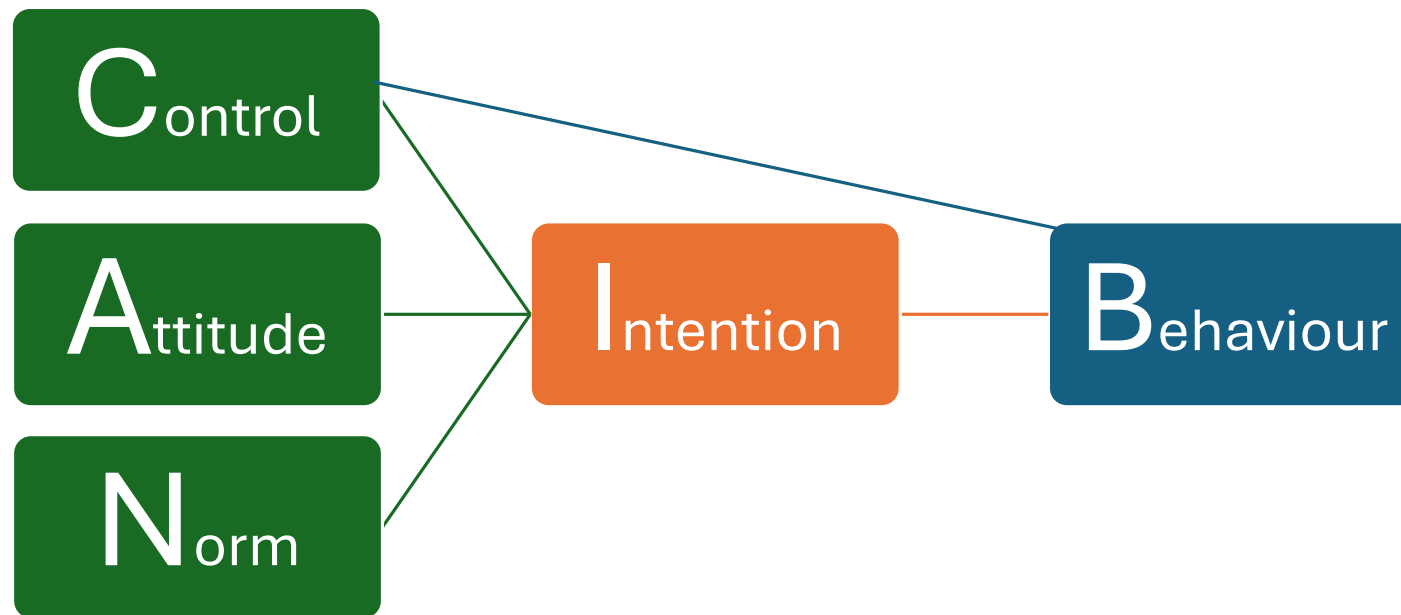
Three key components in influencing a person's intention to behave in a certain way.

Remember Theory of Planned Behaviour more easily



CAN I...of Theory of Planned Behaviour

Replace B for 'stop smoking', 'start going to exercise classes', or 'completing parental training', or 'reduce binge drinking'



Applying TPB

This theory is useful for explaining voluntary behaviour – behaviour we choose to do or not do.

It recognises the influences of peers on our behaviour (through the inclusion of subjective norms) and we know that the opinions of those around us do have a powerful influence on our behaviour.

A recent systematic review shows that TPB was effective in health behaviour interventions with patients with chronic diseases in different countries (Paul et al., 2023).





This theory has a lot of practical applications in areas such as business, marketing and **health**.

It has been used in health education campaigns to try to reduce unhealthy behaviour such as smoking. One way to do this is to make people aware of the percentage of people engaging in the unhealthy behaviour.

Teenagers who smoke might be part of a peer group who all smoke. Therefore, smoking is the group norm for them. Smoking makes them part of the group. Helping to make these individuals aware of the fact that most teenagers don't smoke can help to change their subjective norm about smoking, so they are more likely to quit.



It assumes that human behaviours are consciously thought about in a highly-reasoned and planned-out fashion.

But this doesn't consider the impact that emotions and feelings can have on our behaviour, for example when people act aggressively.

Example: Encouraging people who are over 65 to sign on to a computer club

Behaviour intention

- I want to know how to use a computer because it is difficult to read stuff on my phone

Attitude

- It is good to know about technology a bit more
- Isn't it easier we just pick up the phone or go and see people in person?

Subjective norms

- Everybody is online nowadays
- My other half thinks we are too old for it
- Since the pandemic, you need to make GP appointments online

Perceived control

- I don't even know how to switch on a computer
- I love face timing my grandchildren on my phone

Given the information in the grid above, how likely would an over 65s person sign on to the computer club?

What do we need to work on (i.e. attitude, subjective norms and/or perceived control) to promote the club?

Applying the Theory of Planned Behaviour

Choose a topic in your group:

- To increase physical activity
- To reduce screen time
- To increase healthy eating

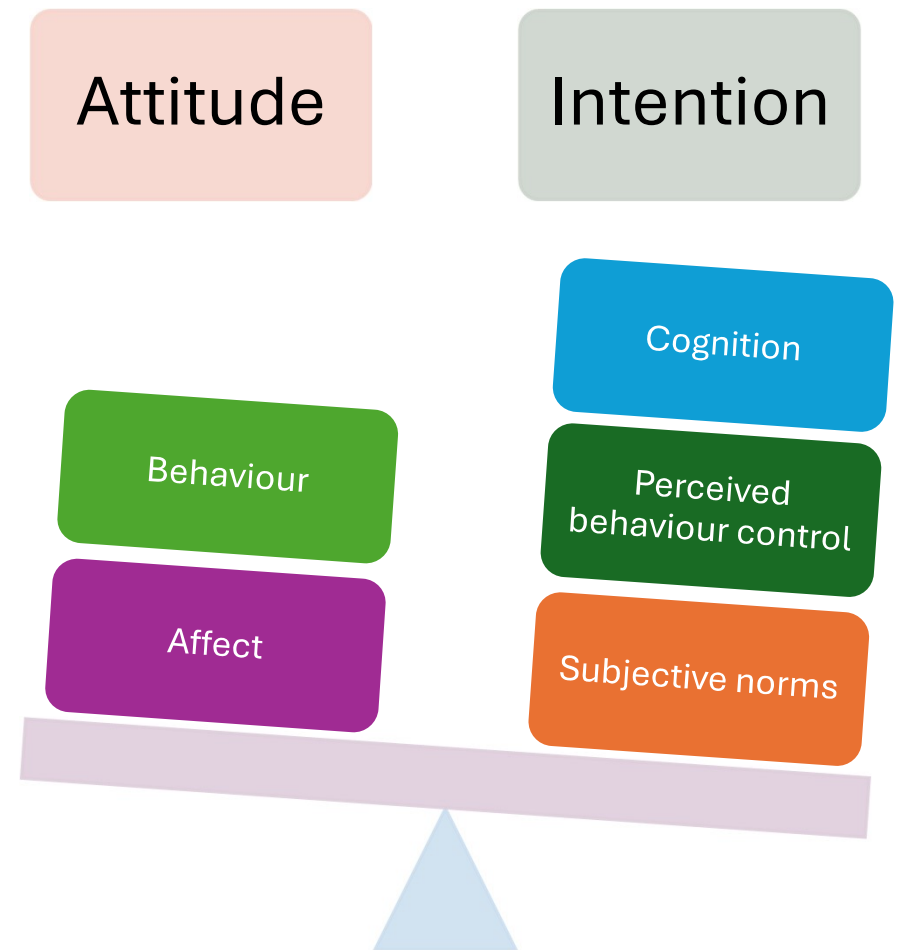
Complete the worksheet (downloadable from the Week 8 Moodle tile):

- Choose a specific group of older adults
- Consider the elements fully on the worksheet
- What can be done to increase the likelihood of behaviour change?

Feedback to the whole class

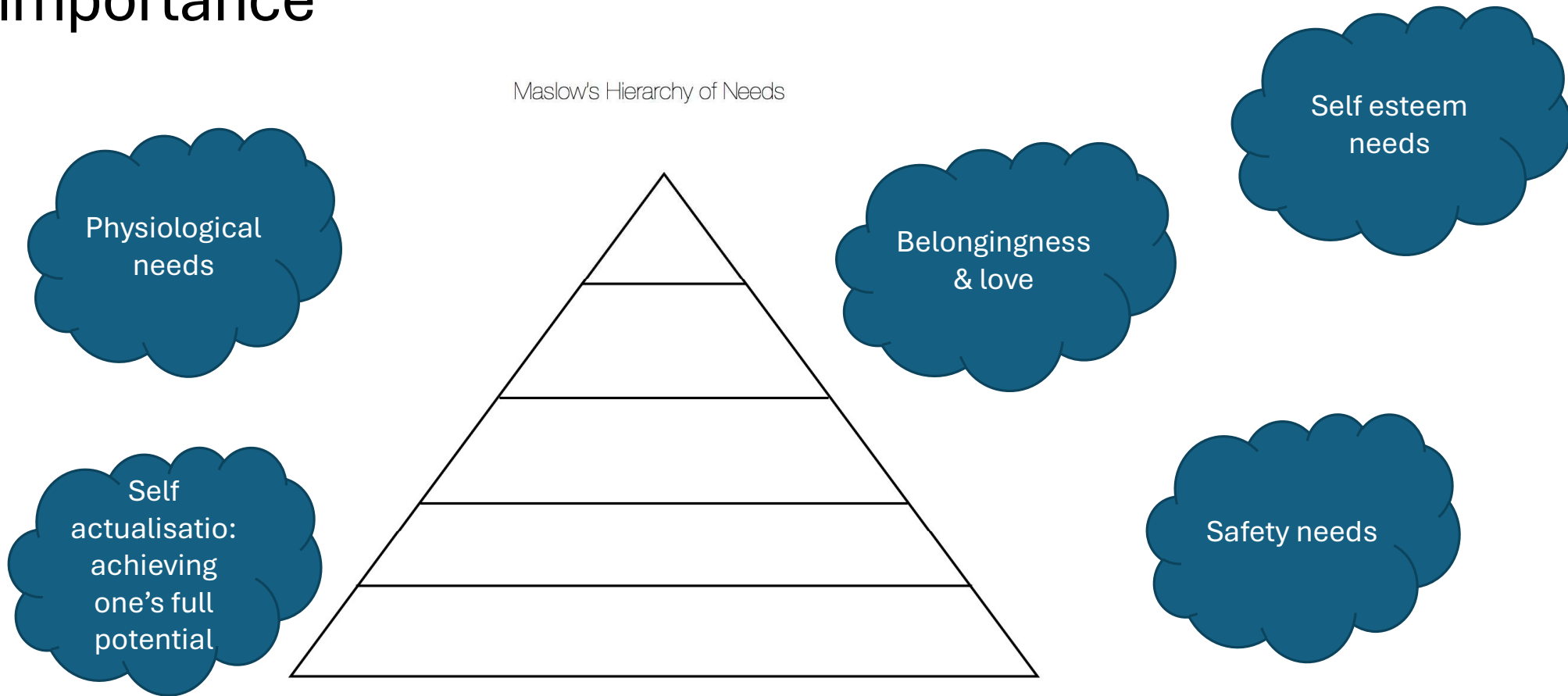


- In addition to the different factors in behaviour change that we looked at so far, people's motivation is also important.
- We will look at motivation next.



Prioritise these different needs according to their importance

Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Watch the video and make notes

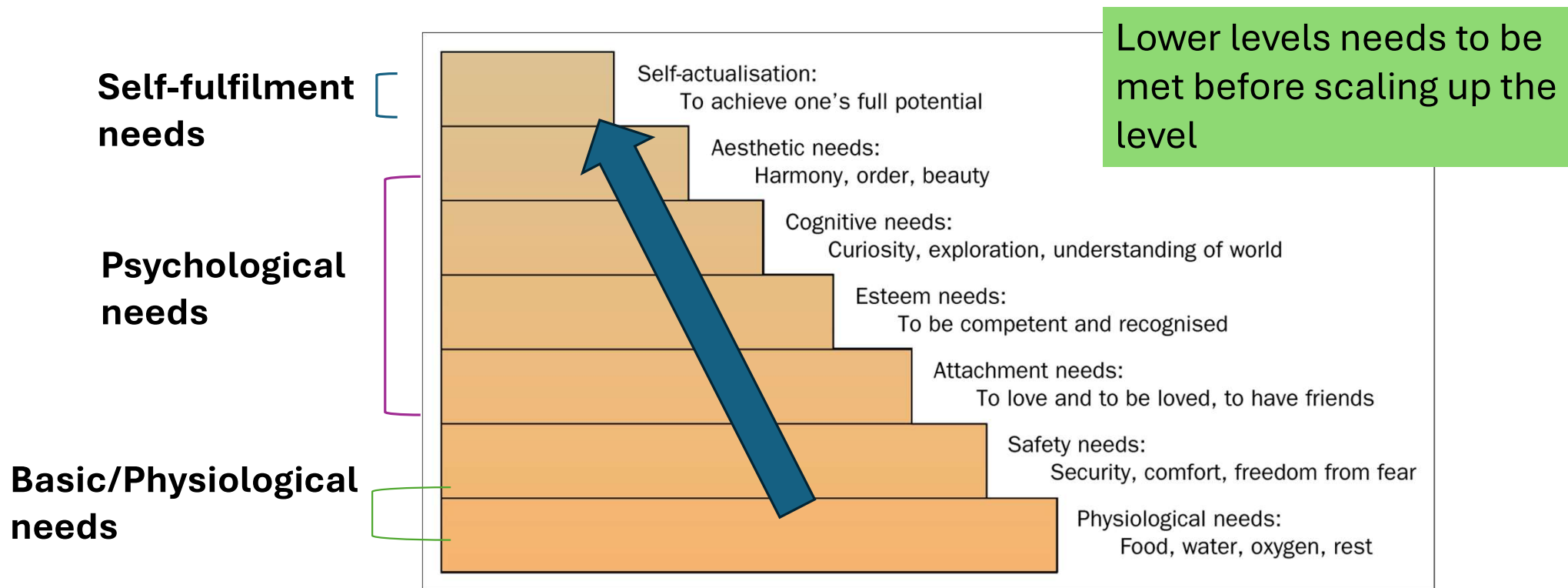
- https://www.youtube.com/watch?v=O-4ithG_07Q



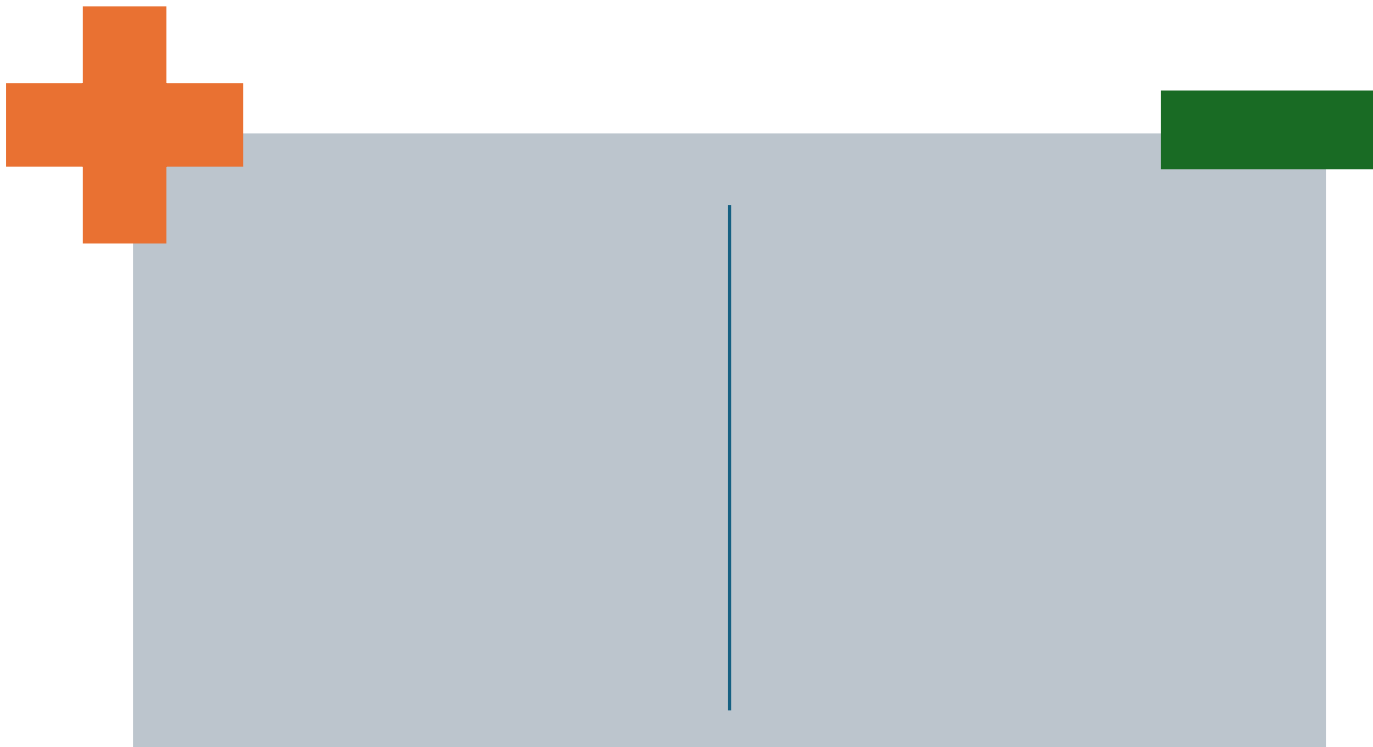
Maslow tried to understand and measure human motivation.

- Maslow stated that human motivation is based on people seeking fulfilment and change through personal growth. (Carlson and Buskist, 2013)
- Our different needs are put in a hierarchy. According to Maslow, people scale up the hierarchy and seek fulfilment once their more basic needs are met.

Maslow's hierarchy of needs (Graph adapted from Martin and Carlson, 2023)



List your top 10 positive motivating forces and
top 10 complaints in life



Once you have the full list, decide how each of your motivating forces and complaints map onto Maslow's level of needs.

Discussion

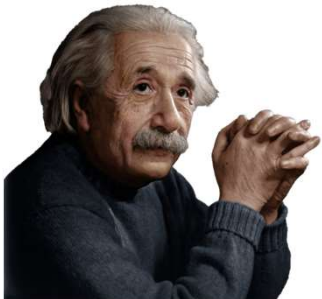
- Have a look at people's list around you
- How easily are you able to classify your positive motivating forces and their complaints?
- Are the motivating forces and the complaints driven by the same needs?
- Have you listed any motivating forces or complaints that cannot easily be classified according to one of Maslow's needs?
- Are there strong similarities in the motivating forces and complaints of the class members?
- Do you agree with the order of Maslow's hierarchy of needs?
 - Basic and physiological needs → Psychological needs → Self-actualisation





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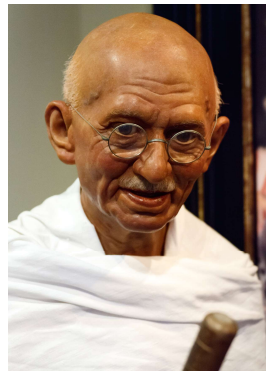
It is to realise one's full potential through internal drive, by inner motivation, not by approval of external judgement such as fame, status or awards. Maslow suggested the following three people who achieved self-actualisation: Eisenstein, Eleanor Roosevelt and Ghandi



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What do you think of Maslow's examples of people who met self-actualisation? Are there certain types of actualisation?

Key characteristics of people who self-actualise (Maslow 1970)



ACCURATE
PERCEPTIONS OF
THE WORLD



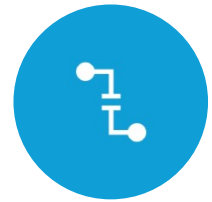
ACCEPTANCE OF
OTHER PEOPLE



CREATIVE



GOOD SENSE OF
HUMOUR

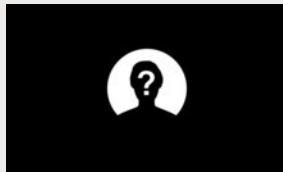


CAN DETACH
AND NEED
PRIVACY

This broad list would suggest people can self actualise in many ways

Discussion

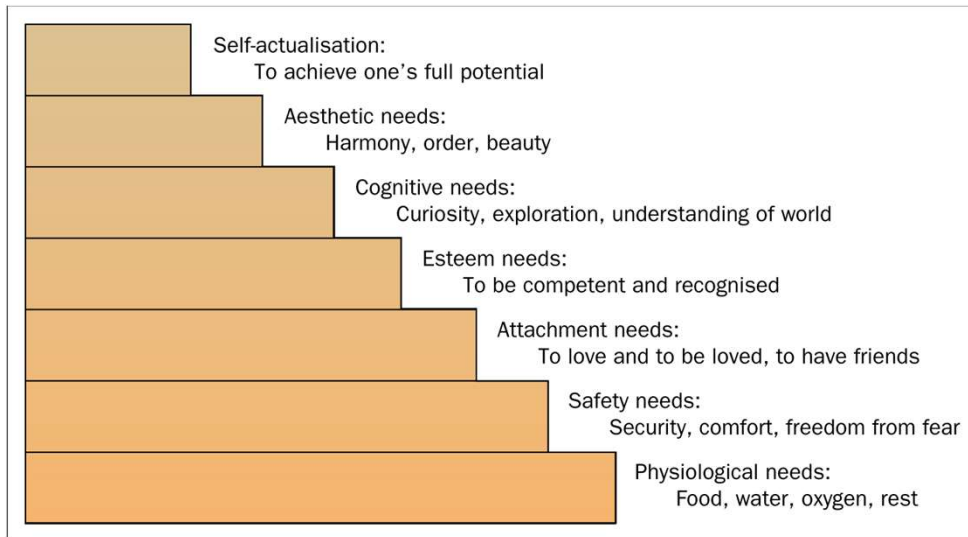
- How fixed is the hierarchy of needs?
- Do all of these needs apply to us at all stages of life, that is, are infants concerned with self actualisation? If not, at what age do we become concerned with needs higher up the hierarchy?
- What is self actualisation in our everyday life?



[75 years of selling poppies - Diocese of Derby \(anglican.org\)](http://anglican.org)



Applying Maslow's theory of motivation



Thinking about your report, which level(s) of needs would your proposed service aim to provide for your service users?

Can you relate some of the needs to other theories we covered in this module?



Application of the Humanistic approach for HSC practitioners

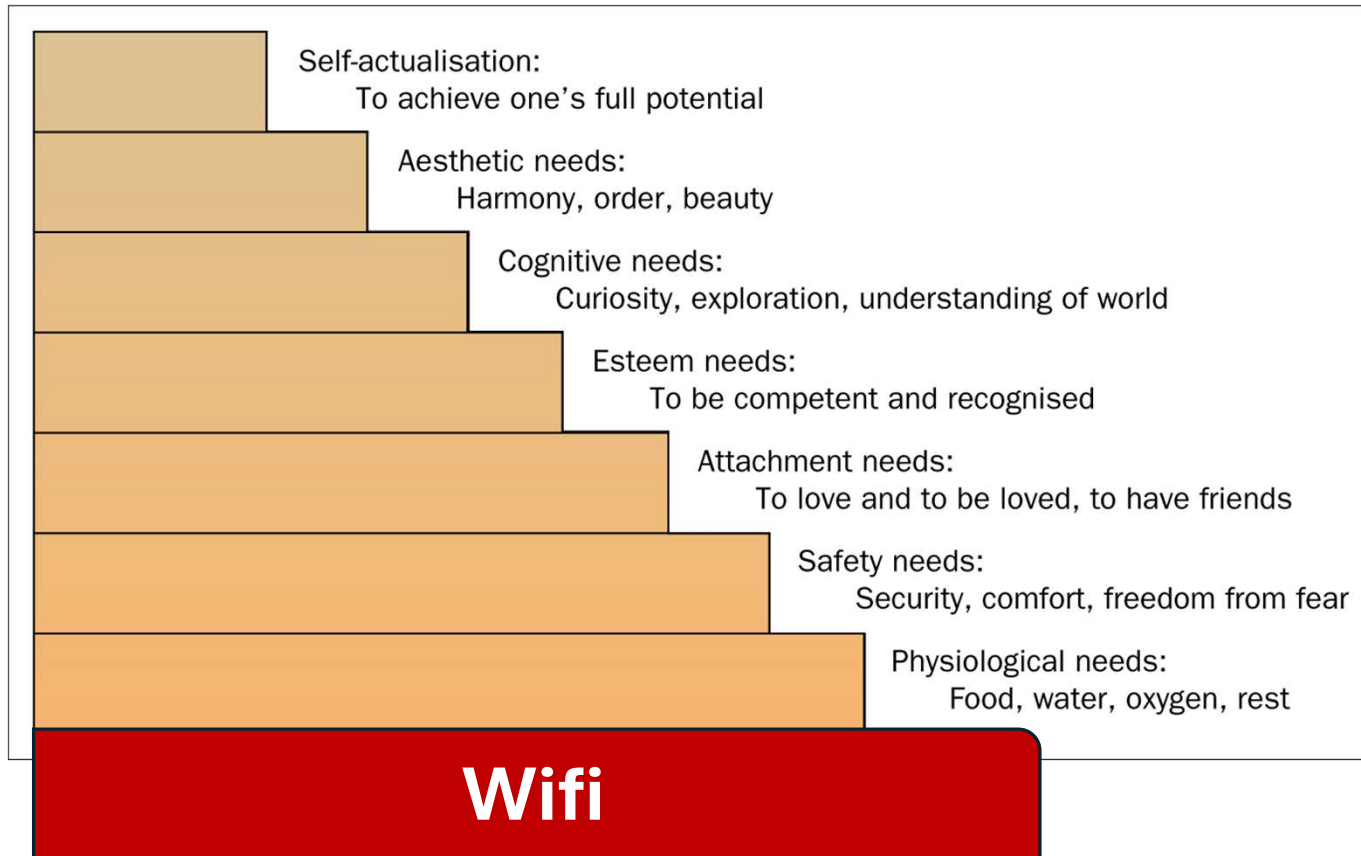
- For a service user to be healthy, they need to be well fed, sleeping well, feeling safe at home and have confidence in themselves.
- Maslow's hierarchy of needs helps practitioners understand how to meet service users' specific needs. Biological and physiological needs must be met first. If service users are hungry or tired, they have difficulty concentrating or feeling positive about themselves. Therefore, it is important to meet these needs.



Indeed.com



Maslow's hierarchy of needs according to university students



Idea credited to a presentation at the University of Manchester Open Day June 2024.