Challenges and Opportunities in Behavior Change

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Challenges and Opportunities for Behavioral Change Interventions

- Receiving the Intervention
- Accepting Recommendation
- Retaining Acceptance
Exposure Challenge 1 (Noguchi, Albarracín, et al., 2008, Psychological Bulletin)

![Bar chart showing reception levels for HIV and Influenza among African-Americans and European-Americans.](chart.png)
Exposure Challenge 3: Congeniality Bias (Hart, Albarracin, et al., 2009, Psychological Bulletin)
Congeniality Bias: Enrollment and Baseline Condom Use (Noguchi, Albarracín, et al., 2008; Psychological Bulletin)

\[ \beta = 0.48, \ p < .01 \]
Exposure, Opportunities (Hart, Albarracin et al., 2009, *Psychological Bulletin*)

- Congeniality bias decreases when:
  - Value relevance is low
  - People are trait-open minded
  - Uncongenial information is useful
  - People are confident that they can defend past attitudes, behaviors, or decisions
RCT: Increasing Enrollment
(Albarracin et al., 2009, *Health Psychology*)

- **RCT** (*N* = 450)
  - Participants were low condom users, clients from a FL Health Department, predominantly African American
  - Designed and tested 4 meta-intervention conditions:
    - Experimental: Open doors; you may come out of here without change
    - 3 control conditions
Enrollment the Intervention

Accepting Recommendation

Retaining Acceptance
Yielding or Acceptance (Albarracin et al., 2005, Psychological Bulletin; Durantini, Albarracin et al., 2006, Psychological Bulletin)

- **Challenges:**
  - Knowledge and risk changes do not translate into behavior changes
  - Inexpensive, ‘light’ interventions produce limited results
  - Some demographic differences in efficacy parallel health disparities

- **Opportunities:**
  - Behavioral skills training
  - Adequate matching of communication source and recipients
Enrollment the Intervention ➔ Accepting Recommendation ➔ Retaining Acceptance
Retention Challenge/Opportunity 1

- Recipients of a communication engage in behavior opposite to the message after the message presentation (Trial of alcohol):
  - Teens
  - Abstinence messages
When your dog is looking sexy….

you know you’ve had too much to drink.

There is a new product coming your way. Even though it is not legally alcohol, it has the same effects.

No one needs to drink, Say no!

ABSTINENCE

When your dog is looking sexy….

you know you’ve had too much to drink.

There is a new product coming your way. Even though it is not legally alcohol, it has the same effects.

Play it smart, Set limits!

MODERATION
For the best sex, slip on one of these. (inside)
Trial and Measurement Procedures

(Albarracín, Cohen, & Kumkale, 2003, PSPB)

1. Trial of alcohol substitute
2. Cognitive impairment measures
3. Wait:
   a. Experimenter leaves temporarily
   b. Wait: Induction of binge-drinking and behavior measure
4. Postexperimental measures of intentions
Effects on Drinking Intentions
(Albarracín, Cohen, & Kumkale, 2003, *PSPB*)

<table>
<thead>
<tr>
<th>Condition</th>
<th>Abstinence</th>
<th>Moderation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message only</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Message + behavior</td>
<td>4</td>
<td>3</td>
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Reception Challenge/Opportunity 2: Self-Persuasion

- **Self-talk** (Albarracin et al., 2006):
  - Internal dialogue, inner voice/s, self-referential and/or self-directed, internalized from social talk (Vygotsky, 1934/1987; Winsler et al., 2003)

- **Used when** (Zell, Worrimer, & Albarracin, 2010):
  - There is a negative event
  - People engage in action
  - Behavior/decision is perceived as internally controlled

- **Most efficacious when** self-fragmented
Self-Fragmentation

- You/I in preparation for anagram task
- Questions vs. declarative statements
Dolcos & Albarracin (2010; Experiment 3)

F(1, 53) = 5.08, p = .04
Senay, Albarracin, & Noguchi (2010; Experiment 1)

The graph shows the anagram performance for two conditions: "Whether I will do" and "That I will do." The y-axis represents the anagram performance ranging from 0 to 3, with the "Whether I will do" condition having a significantly higher performance than the "That I will do" condition.
Senay, Albarracin, & Noguchi (2010; Experiment 4)
Enrollment the Intervention → Accepting Recommendation → Retaining Acceptance