

Behavior Control

Prepared by:

Ling Teck Keong

Chew May Eng

Daniel Su Kai Min

Carrie Geraldine Aralis

Lecturer: Assoc. Prof. Dr. Azizi Yahaya

Behavioural Beliefs

- Links the behaviour of interest to expected outcomes**
 - It is the subjective probability that the behaviour will produce a given outcome**
 - Although a person may hold many behavioural beliefs with respect to any behaviour, only a relatively small number are readily accessible at a given moment**
-

Attitude Toward the Behaviour

- It is the degree to which performance of the behaviour is positively or negatively valued
- According to the expectancy- value model, attitude toward a behaviour is determined by the total set of accessible behavioural beliefs linking the behaviour to various outcomes and other attributes
- the strength of each belief (b) is weighted by the evaluation (e) of the outcome or attribute, and the products are aggregated, as shown in the following equation

$$A \propto \sum b_i e_i$$
