

Decision Processes Colloquia

Monday, February 19th, 2024

Where: JMHH F 70

When: 12:00 – 1:20 pm

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A Review of Determinants of Behavior and their Efficacy as Targets of Behavioral Change Interventions

ABSTRACT:

Unprecedented social, environmental, political, and economic challenges, from pandemics and epidemics to environmental degradation to community violence, require taking stock on how to promote behaviors that benefit individuals and society at large. In this review, we synthesize multidisciplinary meta-analyses of the individual and social-structural determinants of behavior (e.g., beliefs and laws, respectively) and the efficacy of behavioral change interventions targeting changes in each type of determinant. We find that, across the board, in order of increasing impact, interventions designed to change individual determinants can be ordered as those targeting knowledge; general attitudes; beliefs; emotions; general skills; behavioral attitudes; behavioral skills; and habits. Interventions designed to change social structural determinants can be ordered as legal and administrative sanctions; interventions to change injunctive norms; monitors and reminders; programs to increase institutional trustworthiness; descriptive norm interventions; social support provision; incentive use; and policies to increase access to a particular behavior. We find similar patterns for health and environmental behavioral change.

