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Prediction and Change of Health Behavior: Applying the Reasoned Action Approach

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Prediction and Change of Health Behavior honors the work of Martin Fishbein by illustrating the breadth and depth of the reasoned action approach. Focused on attitudes and their effects on health-related behavior, the book demonstrates the profound impact of Fishbein and Ajzen's theories of reasoned action on attitude research and on the solution of social problems.

Part I is devoted to theoretical and conceptual issues aspects of the reasoned action approach. Leading figures in the field address such issues as measurement compatibility, the interaction of belief strength and outcome evaluations, the role of emotions, the prediction of classes of behavior, explicit versus implicit attitudes, and the moderating effects of perceived control on behavior. Those unfamiliar with the reasoned action approach are provided with a general introduction to the theory. Part II applies the reasoned action approach to the health domain. The chapters in this part vividly illustrate how the reasoned action approach can be applied to understanding risky sexual behavior. Dr. Fishbein reflects on contributions of his own work in the book's final chapter.

Intended for researchers, practitioners, and advanced students interested in understanding and modifying human behavior, this book is especially valuable to public health practitioners, nurses, and other health professionals, as well as to social and clinical psychologists and health communicators.

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