



### SOCIAL COGNITIVE THEORY (SCT)

- The theory was first called Social Learning Theory (SLT) – key principle was *learning by observation of others (vicarious learning)*.
- Over time, SLT grew to include other constructs related to an individual's interaction with an environment
  - *Self-efficacy*

### SOCIAL COGNITIVE THEORY (SCT)

- Self-efficacy: a key element in how people change behavior
- Reciprocal determinism: Behavior is part of a continuous interactive cycle that includes individuals and their social environment.

```

graph TD
    Behavior --> PersonalFactors[Personal Factors]
    PersonalFactors --> EnvironmentalFactors[Environmental Factors]
    EnvironmentalFactors --> Behavior
  
```

### SCT CONSTRUCTS

- Reciprocal Determinism
- Environment
- Observational Learning
- Behavioral Capability
- Reinforcement
- Outcome Expectations
- Outcome Expectancies
- Self-Efficacy
- Self-Control of Performance
- Managing Emotional Arousal

### Changing Behavior: A Function of...

- Individual (internal) characteristics – A person's sense of self-efficacy about a new behavior, their confidence that they can overcome obstacles (barriers) to doing it.
- Environmental (external) factors – The social/physical environment surrounding individuals (including the modeling behavior of others).
- The interactive process of *reciprocal determinism*, where a person interacts with an environment, receives a response from the environment, adjusts behavior, interacts again, etc.

### CRITIQUES OF SCT

- SCT is very complex.
- SCT has gone through a number of evolutions increasing the general complexity of SCT and reducing its clarity as a theory.

### SOCIAL NETWORK THEORY (SNT)

- A **social network** is the network of relationships surrounding a person, or larger networks involving the person.
- Focus is on the influence of networks on behavior.

### SOCIAL NETWORK CHARACTERISTICS

- Centrality vs. marginality of individuals in network
- Reciprocity of relationships
- Intensity of relationships
- Complexity of relationships in network
- Geographic density/dispersion
- Cliques and boundaries
- Network linkages

### CRITIQUES OF SNT

- *SNT is a limited theory and approach.*
- *Using SNT is labor-intensive and can be difficult.*
  - Identifying networks/network members
  - Conducting interviews is time consuming
  - Confidentiality concerns

### DIFFUSION OF INNOVATIONS

- Addresses the gap between introduction of a new technology or behavior and the actual adoption of the behavior by a large community or group.
- MANY examples of its application in public health:
  - Oral Rehydration Therapy
  - Condom use for HIV/AIDS prevention

### DIFFUSION OF INNOVATIONS

- The emphasis is on **dissemination** of a new behavior or technology:
  - Innovation=technology or behavior
  - Diffusion=process by which innovation is communicated

### DOI – KEY TERMS

1. Innovation Development – refers to the development of the innovation itself.
2. Dissemination – process by which the innovation is communicated.
3. Adoption – refers to the “uptake” of the innovation by the target population.
4. Implementation – regular use of the innovation, focus on improving self-efficacy and skills of adopters.
5. Maintenance – focus on sustainability, keeping adoption of the behavior.

## DOI – THE PROCESS

- Innovation Development
- Dissemination
- Adoption
- Implementation
- Maintenance

## DOI - KEY STAGES

- Innovation Development: This refers to the development of the innovation itself – planning, formative research, testing, etc.
- Dissemination: Has been defined as “active knowledge transfer from the resource system to the user system.”

## DOI - KEY STAGES: Adoption

- HERE is where we see a number of parallels to the Stages of Change and PAPM models
- Refers to the “uptake” of the behavior/program or technology by the intended audience
- Requires movement through the following stages:
  - Knowledge of the innovation
  - Persuasion or attitude development (about adopting)
  - Decision (to adopt)
  - Implementation
  - Confirmation

## DOI - KEY STAGES: Adoption

- Decision to adopt is said to be influenced by three types of knowledge:
  1. Awareness knowledge (innovation exists);
  2. Procedural knowledge (how to use); and
  3. Principles knowledge (understanding how the innovation works).

## DOI - KEY STAGES: Implementation

- INITIAL use of the practice – focus on improving self-efficacy and skills of adopters
- A LINKAGE AGENT (e.g., outreach, educator, etc.) can help facilitate this process

## DOI - KEY STAGES: Maintenance

- Ongoing implementation/use of the innovation in practice
- Focus is on sustainability – continued adoption of the behavior even after, e.g., funding for the program stops
- Institutionalization is another aspect of maintenance – where behavior or technology becomes part of an organizational or group routine

### DOI – OTHER KEY CONCEPTS

- Innovations adopted in a stage process by different CATEGORIES OF ADOPTERS:
  - early adopters,
  - early majority adopters,
  - late majority adopters, and
  - laggards.
- Identifying these groups within a target population can help in planning different dissemination strategies for each.

### DOI – OTHER KEY CONCEPTS

- Idea of diffusion context – characteristics of the social setting where the innovation is to be implemented that may help or hinder diffusion, including
  - cultural beliefs,
  - political/social structures,
  - regulations, etc.

### Top Five Attributes Determining Speed and Extent of Diffusion

- Relative advantage – Is innovation better than what it will replace?
- Compatibility – Does innovation fit with the intended audience?
- Complexity – Is the innovation easy to use?
- Trialability – Can the innovation be tried before making the decision to adopt?
- Observability – Are the results of the innovation observable and easily measurable?

### DOI – Other Attributes to Consider

- Impact on social relations – Does the innovation have a disruptive effect on the social environment?
- Reversibility – Can the innovation be reversed or discontinued easily?
- Communicability – Can the innovation be understood clearly and easily?
- Time – Can the innovation be adopted with a minimal investment in time?

### DOI – Other Attributes to Consider

- Risk and uncertainty level – Can the innovation be adopted with minimal risk and uncertainty?
- Commitment – Can the innovation be used effectively with only modest commitment?
- Modifiability – Can the innovation be modified and updated over time?

### CRITIQUES OF DOI

- Similar to Social Cognitive Theory, DOI describes multiple constructs and processes embedded within processes.
- As a theory, it is hard to test or prove DOI as a whole – most DOI efforts incorporate selected constructs from DOI, not the entire package.

## SOCIAL MARKETING

- Applies principles of marketing to social and health communications.
- Goal is to influence “consumers” to “buy” a behavior change or health-related product/technology.

## SOCIAL MARKETING

- Social marketing campaigns are built around the “FOUR Ps”:
  - Product: The behavior, program, technology
  - Price: Cost of adoption (not necessarily financial)
  - Place: Where product available
  - Promotion: How to promote the first three “Ps”

## OTHER SOCIAL MARKETING CONSTRUCTS

- *Market segmentation* – a term common in marketing parlance. Refers to the segmentation of a target population into meaningful subgroups so that messages and campaigns can be appropriately channeled.
- *Targeting* – The process of developing campaigns closely tailored to the needs, attitudes, beliefs and behaviors of specific market segments.

## OTHER SOCIAL MARKETING CONSTRUCTS

- Both social marketing and general health communication efforts incorporate behavioral theories and constructs we have already discussed
  - e.g., self-efficacy, vicarious learning, perceived costs/benefits, etc.

## CRITIQUES OF SOCIAL MARKETING

- Assessing the impact of a social marketing campaign may be difficult because, if a behavior change is the goal, tracking exposure to the campaign and assessing the degree to which behaviors, or at least attitudes, have changed is not always easy.
- Some social marketing campaigns (and DOI efforts) introduce a product as the behavior change (e.g., condoms) – easier to track, simply because it is more tangible and observable.