

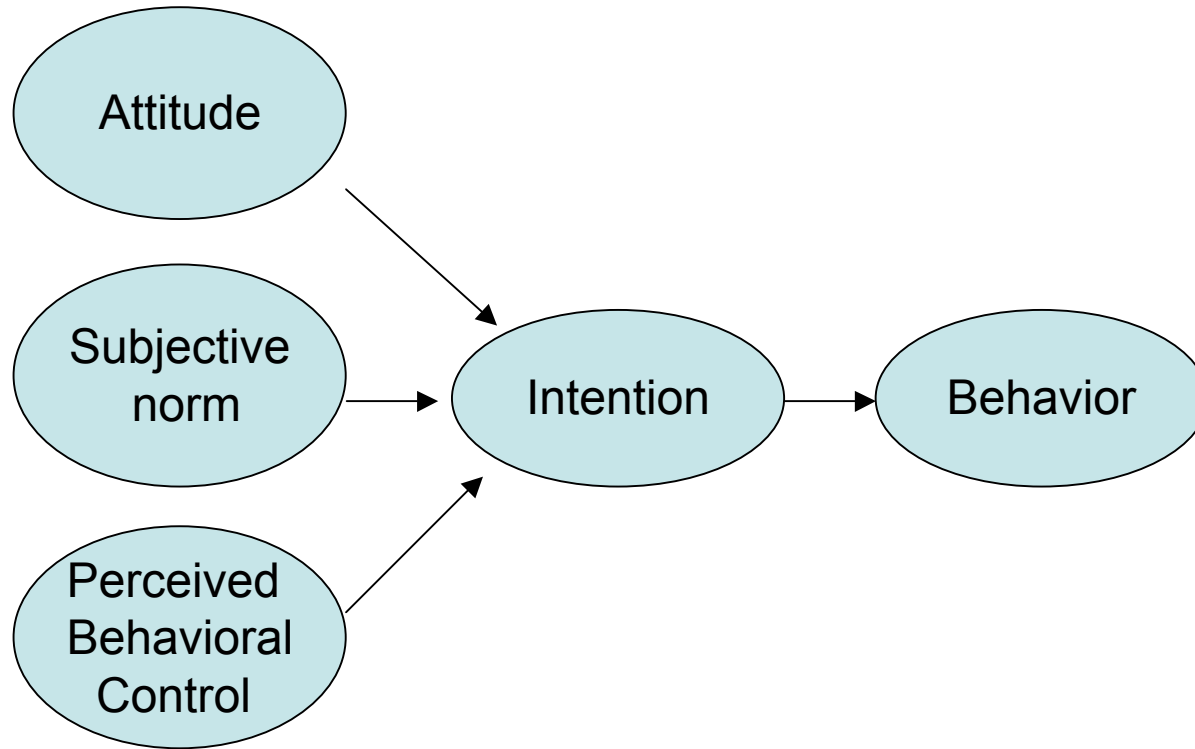


Sonja Forward
VTI

A theory

- Is both explanatory and descriptive
- Capture important elements
- Provides a structure to describe the interrelationship between different constructs
- Testable

Theory of planned behavior



Human failures

- Error
- Lapses
- Violations

Intention to speed in a rural area

Predictor	β	R_2
Attitude	.36	
Subjective norm	.26	
Perceived behavioural control	.17	
Control beliefs	.20	.53

To drive 110 km/h will

- *adjust my driving to other drivers*
- *increase my perception making me more alert*
- *take me to the destination quicker*
- *makes the driving more pleasant*
- *makes the driving more enjoyable*

Speeding

- Increase the perception of negative outcomes
- Decrease the perception of positive outcomes
- Raise perception that significant others disapprove of the behaviour
- Discuss the options available and how to implement them.

Intention to drive: R_2

A	B	C	G
.49	.22	.49	.58
Pbc+Att	Pbc	Pbc+SN+Att	Pbc

To use the car a short distance

- Convenient
- Relaxing
- Save time

DRIVING

- Give higher priority to walking and cycling
- Decrease the number of parking places
- Increase people's awareness
- Decrease the status of the car

To encourage change

- Understand the target groups needs and expectations
- Challenge preconceived ideas
- Trustworthy and attractive i.e. live up to expectations