**Theory of Reasoned Action** (M. Fishbein & I. Ajzen)

Among the many cognitive models of beliefs, attitudes and behavior, the work of Ajzen and Fishbein has been especially influential in the health field. The Theory of Reasoned Action seeks to explain behavior in terms of beliefs and cognitive processes and became attractive as a way to analyze the impact of health education on health behaviors (1-3). In a simplified form:

- A person’s *attitudes towards changing behavior* are influenced by their perception of the importance of the health issue, and of how effective the proposed action will be in modifying outcomes;
- The person’s *subjective norms* are influenced by their beliefs about how others view the current and proposed behaviors, and are influenced by their motivation to comply;
- These Attitudes + Subjective Norms influence behavioral intentions, which in turn influence behavior.

The Theory of Reasoned Action
References

