



UNIVERSITY OF BERGEN
Faculty of Psychology



Workshop 2014

The Theory of Planned Behavior (TPB) Meets Structural Equation Modeling (SEM)

Prof. Dr. Icek Ajzen & Prof. Dr. Peter Schmidt

When? May 21 – 23, 2014

Where? Bergen, Norway

Information about the workshop

The Theory of Planned Behavior (TPB) Meets Structural Equation Modeling (SEM)

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Since its introduction 28 years ago, the theory of planned behavior (TPB) has become one of the most frequently cited and influential models for the prediction of human social behavior. The TPB emphasizes that human behavior is governed not only by personal attitudes, but also by social pressure and a sense of control.

The scientific objective of this workshop is to familiarize participants with the theoretical foundations of the TPB, the operationalization of its variables, and strategies to develop interventions designed to change human behaviors. In parallel to the discussion of aspects of the theoretical model, participants will learn how to use structural equation modeling to examine the adequacy of models such as the TPB and to test mediation, moderation, and other hypotheses derived from the model. All SEM-analyses are done with MPLUS 7.11 using prepared examples of TPB studies.

This workshop is of interest to researchers and PhD students who wish to apply the theory of planned behavior or learn more about the methodological implications of structural equation modeling and meta-analysis for applied research. The workshop will be led by Prof. Dr. Icek Ajzen from the University of Massachusetts, USA, the founding author of the TPB, and Prof. Dr. Peter Schmidt from the University of Giessen, Germany, an expert in the application of structural equation analyses, using the MPlus software.

The workshop is organized by the Graduate School of Human Interaction and Growth (GHIG), Department of Health Promotion and Development, and the Department of Psychosocial Science / DICE-Lab, Faculty of Psychology, University of Bergen, Christiesgate 13, 5020 Bergen.

Registration procedure

- Application: Please submit a brief description (one page) of your research to bente.wold@uib.no.
- Deadline: All applications must be received by **April 12, 2014**.
- Participants: A maximum of 30 participants will be admitted. Places will be filled on a first-come, first-served basis.

Registration fee

- 1500,00 NOK (fee includes the 3 day-workshop, coffee breaks, and lunch).
- Participation is free for staff and PhD students at the University of Bergen (Norway).

Workload

- Participants will read 9 scientific texts before the workshop begins.
- 1.5 ECTS for successful participation

Location

- Building: Faculty of Psychology
- Street address: Christiesgate 13, Room 204

Accommodation

- Hotel: The workshop period is a popular tourist season so that hotel bookings are difficult; early reservations are therefore highly recommended. We reserved a pool of 20 rooms at the RICA Hotel Bergen for a rate of NOK 1595.00 per person per night in a single room. This reservation will be held until April 15. If you want to take advantage of this offer, you can request the booking code from us upon registering for the workshop.

Scientific contact

- Prof. Dr. Gisela Böhm (gisela.boehm@uib.no)
- Prof. Dr. Bente Wold (bente.wold@uib.no)

Organisational contact

- Leah Junge (leah.junge@hemil.uib.no)
- www.uib.no/tpb-workshop

Wednesday 21 May

09:00–11:00	Introduction <ul style="list-style-type: none">The theory of planned behavior (TPB)Structural equation modeling applied to the TPB
11:00–11:15	<i>Coffee break</i>
11:15–12:15	Exercises: Basic TPB w/o behavior <ul style="list-style-type: none">Constructing a basic TPB questionnaire (reflective indicators)Specifying SEM equations for the basic TPB model
12:15–13:30	<i>Lunch</i>
13:30–14:30	Testing the basic TPB <ul style="list-style-type: none">Confirmatory factor analysis (CFA)Multiple regression vs. SEM
14:30–15:30	Exercises <ul style="list-style-type: none">Hands-on use of SEM to test the basic TPB with own data or supplied set: Simultaneous Confirmatory Factor Analysis and Full Structural Equation Model
15:30–15:45	<i>Coffee break</i>
15:45–16:30	Meta-Analyses <ul style="list-style-type: none">Regression vs. MASEM (Meta-analytic Structural Equation Modeling)
16:30–17:00	Open discussion

Thursday 22 May

09:00–11:00	Expectancy-Value (EV) Model <ul style="list-style-type: none">Reflective vs. formative beliefsModeling formative indicators: MIMIC ModelsOptimal scalingMultiplication in the EV modelThe role of knowledge in the TPB
11:00–11:15	<i>Coffee break</i>
11:15–12:15	Exercises: Specifications for TPB <ul style="list-style-type: none">Model specification for TPB with beliefs and behavior: Full SEM with reflective indicators versus MIMIC Model with formative indicators
12:15–13:30	<i>Lunch</i>
13:30–15:00	Extensions of the basic TPB <ul style="list-style-type: none">Second-order (hierarchical) models: Logic and SEMSufficiency assumption: Anticipated affect and other additions to the TPB
15:00–15:15	<i>Coffee break</i>
15:15–16:30	Intention, control, and behavior <ul style="list-style-type: none">Causal effect of perceived behavioral control (PBC)Moderating effect of PBC on the intention-behavior relationIntention, implementation intention, and commitmentMultiple Group ComparisonsSEM for moderating effects
16:30–17:00	Open discussion

Friday 23 May

09:00–10:00	Background factors <ul style="list-style-type: none">Modeling background factorsSEM for testing single and multiple mediation
10:00–11:00	Exercises <ul style="list-style-type: none">Testing mediation and/or moderation in own or supplied data set
11:00–11:15	<i>Coffee break</i>
11:15–12:15	Habits and automaticity <ul style="list-style-type: none">Theory and empirical tests
12:15–13:30	<i>Lunch</i>
13:30–15:00	TPB-based interventions <ul style="list-style-type: none">Basic principles of TPB-based behavior change interventionsThe intention-behavior gapDifferent types of Latent Class Analyses and their uses
15:00–15:15	<i>Coffee break</i>
15:15–16:30	Changing behavior <ul style="list-style-type: none">Sample TPB interventions
16:30–17:00	Open discussion

Website

www.uib.no/tpb-workshop