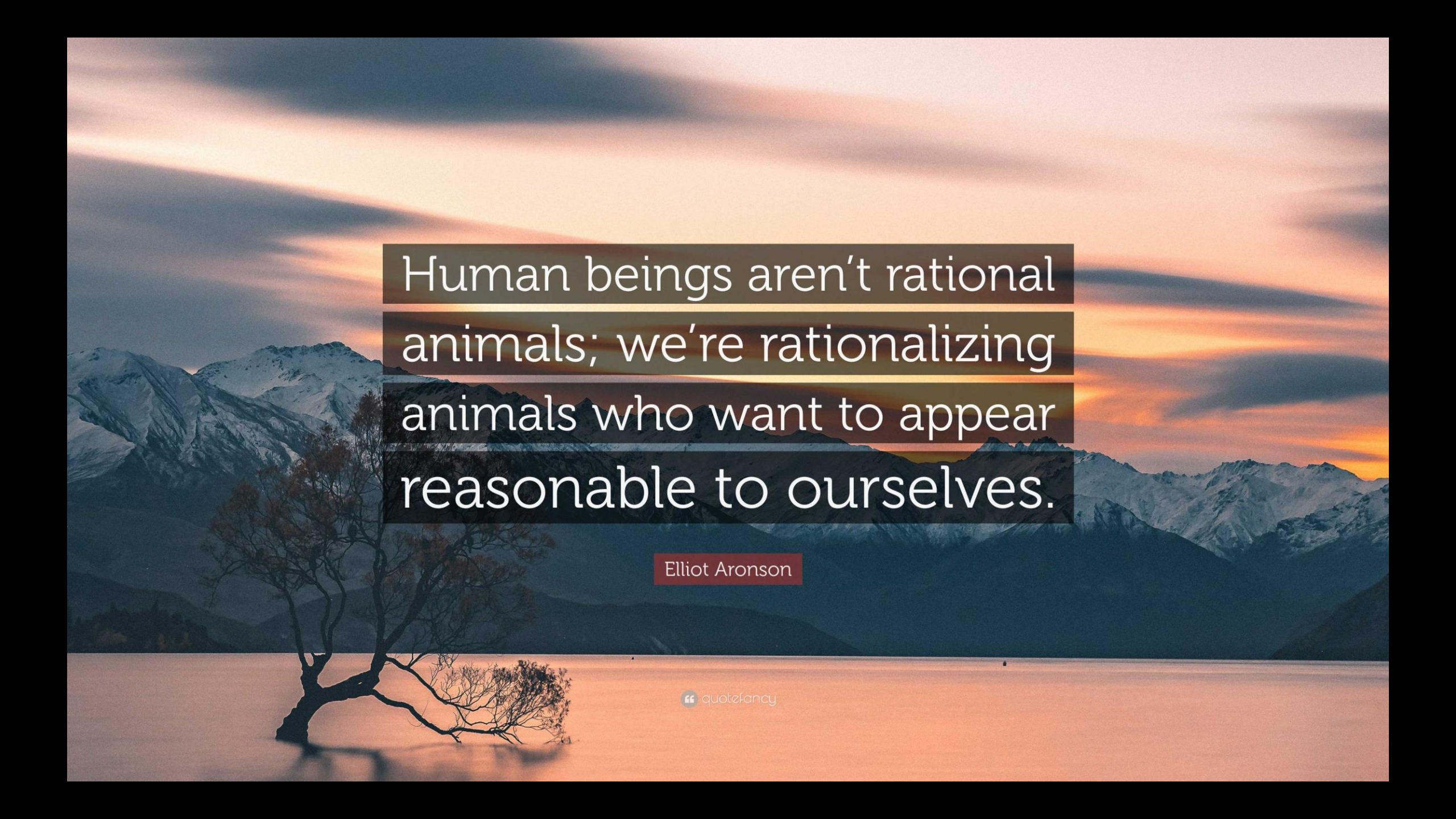


# Why don't people change?

Tõnu Jürjen

# About me

- Licenced psychological counselor
- Licenced school psychologist
- Psychologist in University of Tartu and private practice
- Area of interest: SUD (substance use disorders)
- Member of Motivational Interviewing Network of Trainers
- A person with high psychological reactance\*



Human beings aren't rational animals; we're rationalizing animals who want to appear reasonable to ourselves.

Elliot Aronson

Why don't people change?

They do.\*

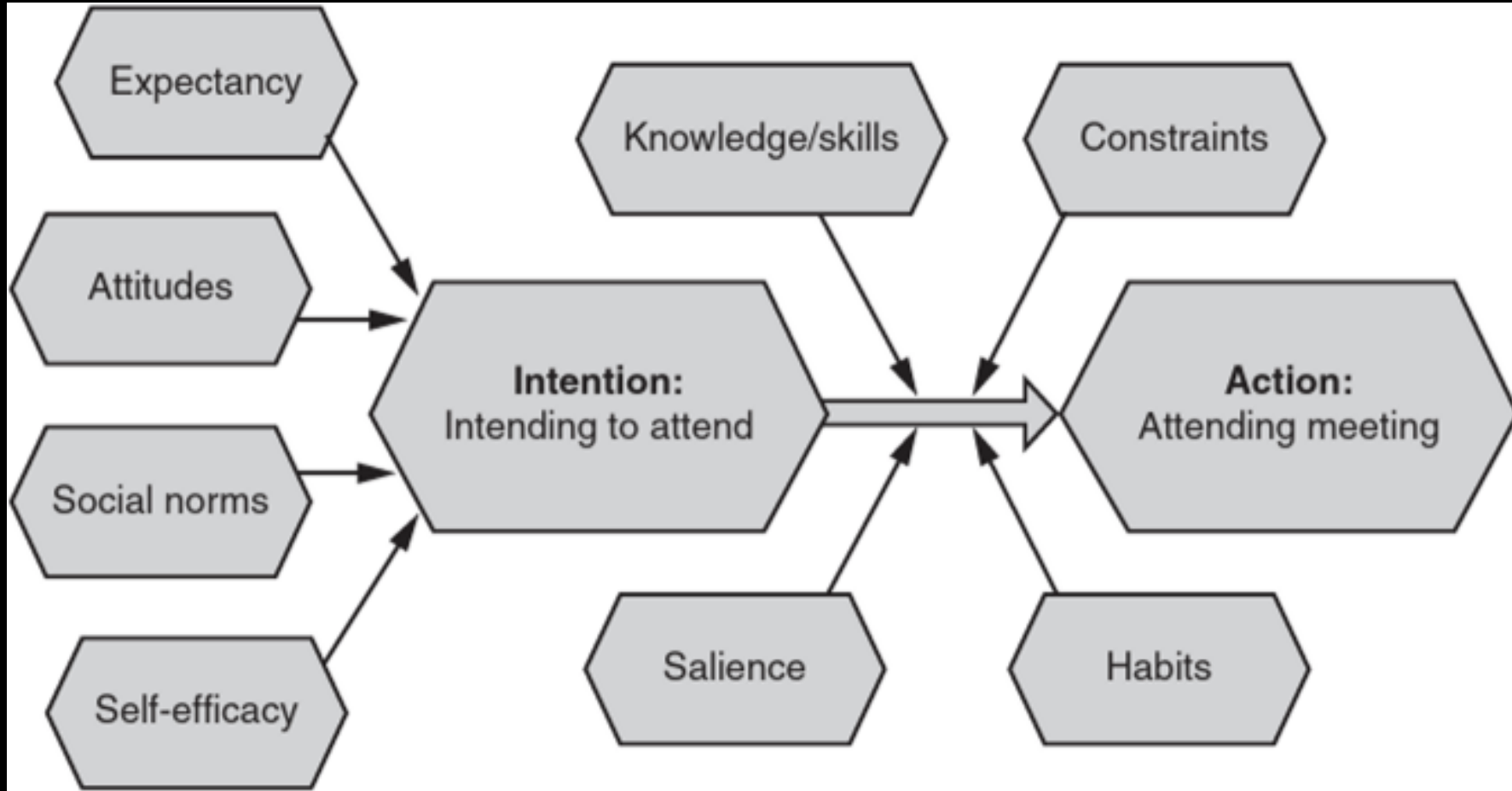
\*It is simple. But it is complicated.

# Topics I hope to cover...

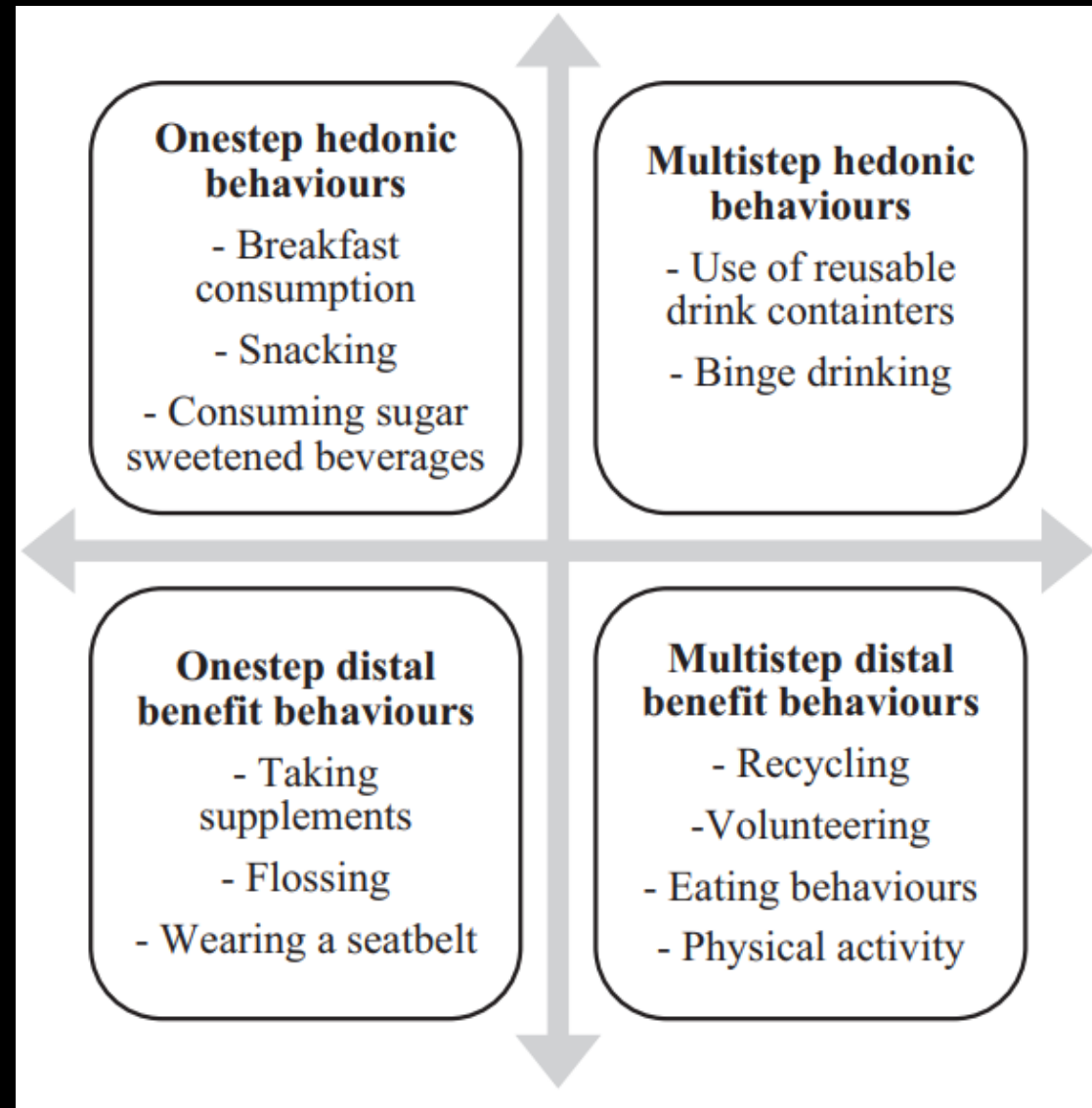
- What are the prerequisites for the intent to behave?
- How do we move from intention to action?
- When does a habit likely form?
- What do we need to think of when implementing behavior change?
- What kind of communication supports behavior change?

# Unified Theory of Behavior

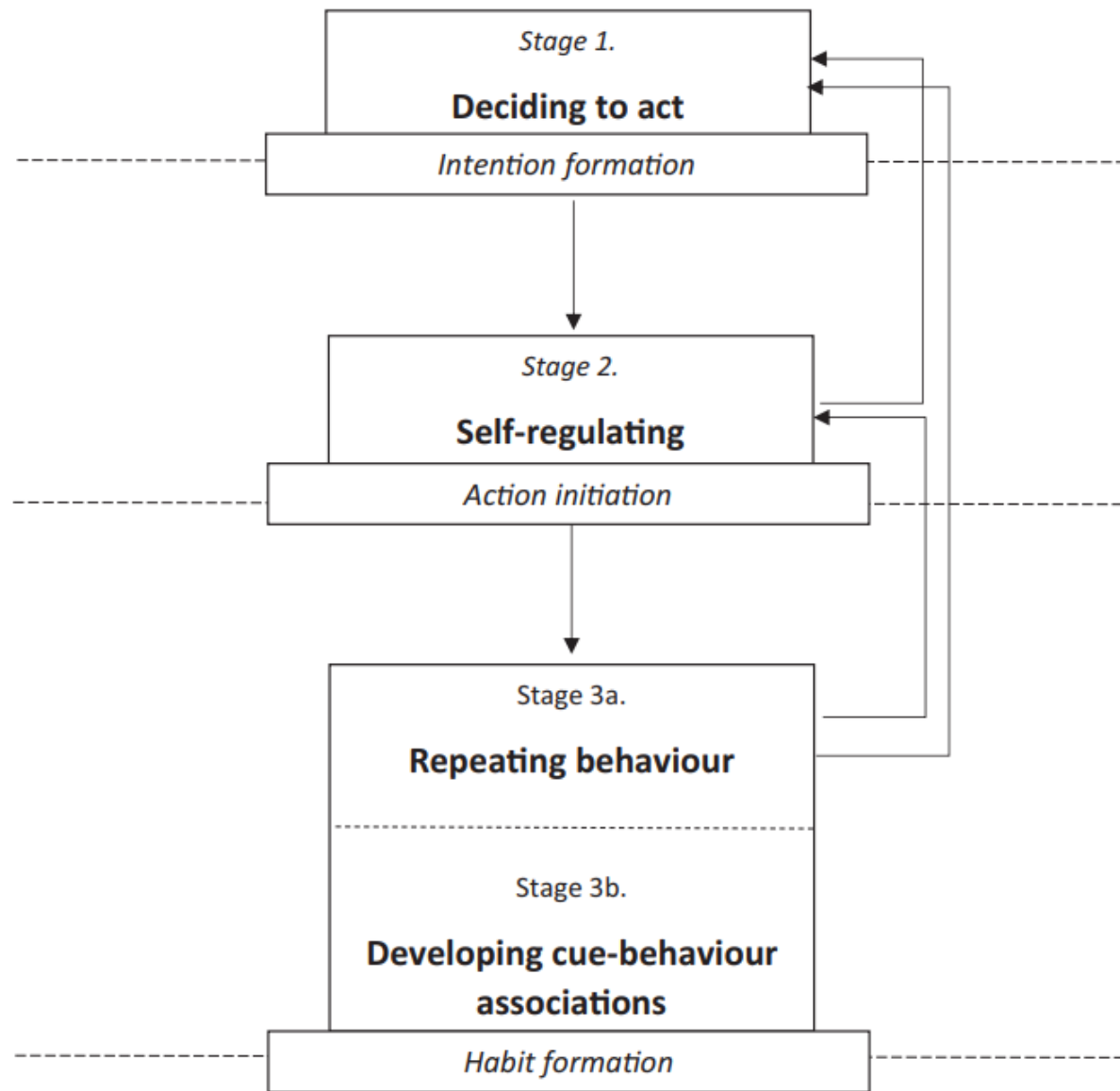
(Jaccard et al., 2002)





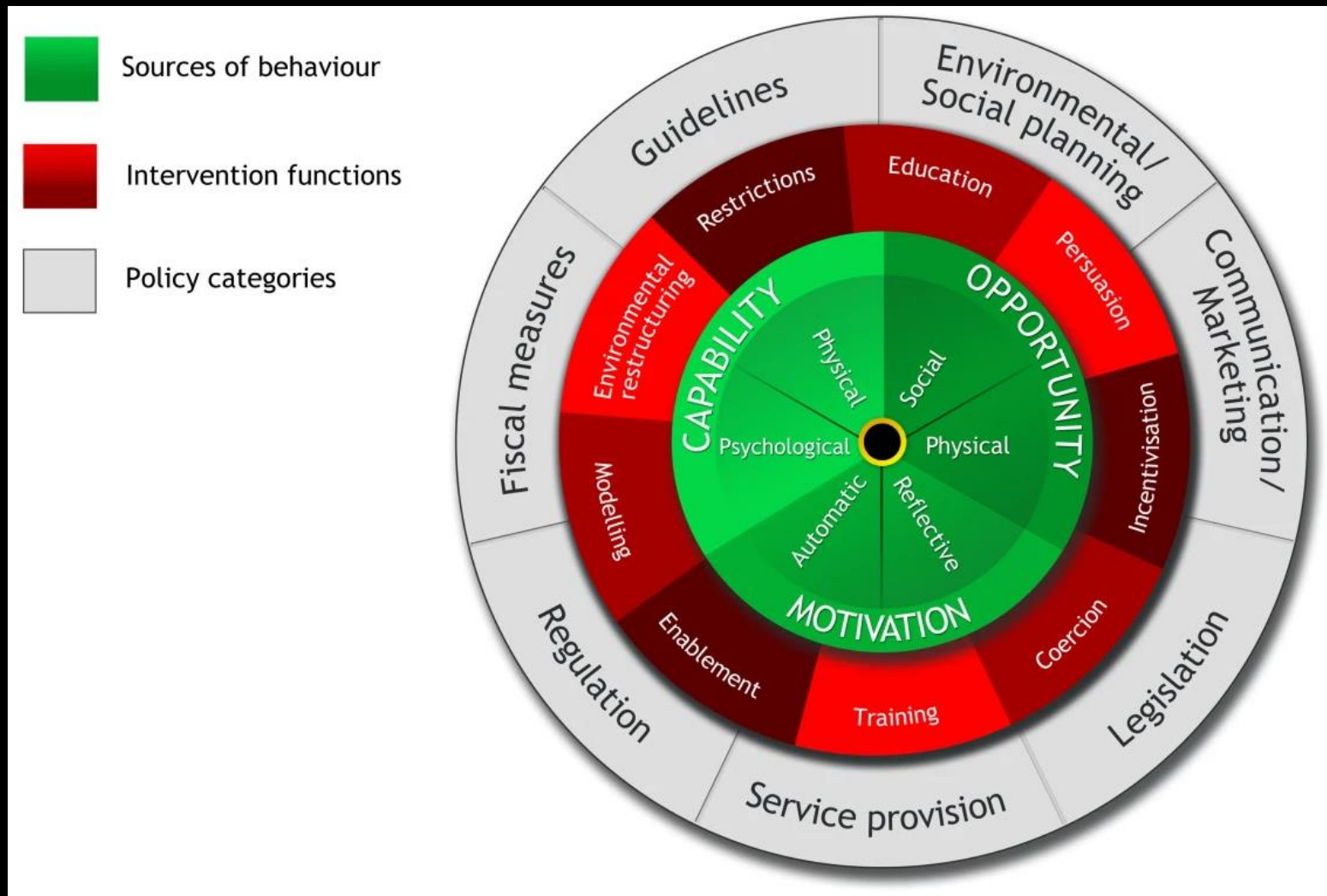


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# \*Psychological reactance

- *“Why is it that a child sometimes does the opposite of what he is told? Why would a person sometimes dislike receiving a favor? Why is propaganda frequently ineffective in persuading people? And why would the grass in the adjacent pasture ever appear greener?” (Brehm, 1966)*
- Reactance is the psychological reaction to a perceived loss of personal freedom.
- Reactance, the reason why persuasion does not work.

# Motivational Interviewing

*“MI is a collaborative, goal-oriented style of communication with particular attention to the language of change. It is designed to strengthen personal motivation for and commitment to a specific goal by eliciting and exploring the person’s own reasons for change within an atmosphere of acceptance and compassion.” (Miller & Rollnick, 2013, p. 29)*



- PRACTITIONER BEHAVIOR

- CLIENT TALK ABOUT BEHAVIOR

- INTENT TO BEHAVE

- ACTION