INDEX

abstinence violation effect, 10, 165–6, 224
acceptance, 191–2
achievability of change, 125, 133–7
action tendencies, 59–60
action thresholds, 20
activation patterns, 55
addictions
  vs other HTR, 38–9, 63
determinant of addiction, 39
advertising, 101, 108
advocacy, 200–201
affective reactions, 61, 128
agendas for change (see also Priority) 145–6, 157
  affective force, 185–6
alcohol consumption, 38, 64, 187, 195
  Alcoholics Anonymous (AA), 38
alternative behaviours, 47–8
approach tendencies, 91
arousal, 59, 61, 90
associative networks, 55, 59, 62–5, 68, 71, 80
attention, 60
  conditioning of, 195
attitudes, 9, 193, 212, 215–6
avoidance, 91–2, 195
  -coping strategies, 160, 179, 193
awareness, 190–191

Bandura’s behaviour model, 17
Behavior, types (see also Habits) 31–3
behavioural routines, 32–3
behavioural schemata, 66, 70, 72

behavioural willingness, 87
behaviour change, (NB: Mechanisms are indexed elsewhere) 17–18, 177
  advocating for, 200–201
  agenda for, 145–7
  appropriate knowledge for, 183–6
  attempts, 148–151
  availability of what is required, 200
  biological constraints on, 23
  combination of HTS and HTR, 46–8
  commitments to, 154–5
  conceptualisation of long-term benefits, 128
  conflicts, 35–6
  desirability of, 127–33
  determinants of initiation, 144
  determinants of maintenance/relapse, 159–67
  ease of achievement, 34–37
  goal of, 35, 117, 142–7
  implementation of, 150–151, 224–5
  initiation vs maintenance, 20–21
  integrative strategies, 201–5
  internal and external perspectives on, 177–8
  key tasks of, 19, 213
  maintaining, 155–9
  making an attempt to, 148–55
  motivation, 32, 149
  non-contingent positive consequences, 183
  organisation of concepts about, 125–7
  perspectives on, 17
  potential interventions for, 176–205
behaviour change, (NB: Mechanisms are indexed elsewhere) (continued)
scripts for, 152–4
stage-based approach, 143–4
supportive environments for, 197–201
tasks involved in, 143–5
value of biases, 185–6
behaviour-specific decisions, 135
behaviourist theory, 5
beliefs, 126–7, 169, 223
continuity of, 222–3
maintaining appropriate, 161–3
pre-formed, 223
that interfere with behaviour change, 137–8
bereavement and loss, 192
bias, value of, 185–6
biological models of addiction, 7
biological constraints on change, 6, 22–4
bio-psychological factors, 2, 170
bottom-up process of adaptation to environment, 2, 5
Buddha’s analogy of rider and elephant, 4, 14

Capacity, 59 (see also Achievability)
CEOS theory. see also Executive System (ES); Operational System (OS)
Acronym defined, 2
core features of, 2–4, 10, 12–26, 209–15, 227–9
measuring of key constructs, 215–20
theory-driven research agenda for, 220–227
classical conditioning, (see conditioning)
cognitions, (see Executive system)
cognitive-behavioural interventions, 11, 41, 176–205
cognitive theories, 9–10
commitments to change, 154–5, 224
communication, effective, 198–9
compensatory health beliefs, 137
competing responses, 5, 65
complete abstinence models 38
conditioned associations, 123
conditioned emotional responses, 64
conditioning, 55, 62–5
competing responses, 65
counterconditioning, 64–5
interventions, 194–6
cues, 197–8
ES influence on, 65
Rewards, 198
counterconditioning, 64–5
cues, 33, 124, 197–8
drug-related, 63
peripheral, 123
sources of variation, 33
strength of, 134
unwanted behaviours, 33
day-to-day routines, 33–4, 78
delaying, 179–80
decisional balance, 8, 131–3, 222
denormalisation, (see social norms)
depression, 43
depressives, 78
desirability of change, 125, 127–33
decisional balance, 131–3
outcome expectancies, 127–30
priority, 130–131
diet, 33, 45–8
difficult-to-resist urges, 78
disadvantage (see inequalities)
discounting, 130
Don’t scripts, 77
doubt, managing, 184–5
drug addictions, 39
changes in drug-related behaviour, 63
conditioned experiences and, 63
direct effects of drug withdrawal, 63
negative effects of withdrawal, 39
dual-process theories, 4, 9–10, 86–93, 120
easy-to-change behaviour, 1, 34
ecological models of behaviour, 7, 99, 170
education, mass, 109–10
emergent materialism, 14–15
emotional expressions, 111
emotions, 9, 71, 193–4
in persuasion, 123–4
environment, 98–114
adaptation to, 98
behaviour change, 104–10
cues, 33
biology interactions, 7–8
facilitating change, 104–10, 197–201
interpersonal, 110–14
measures, 219–20
physical, 98, 99–102
social, 98, 102–3
stability of, 101–2
systems models, 104–5
episodic memory, 67–9
evaluation, 166–7, 182–3, 223
affective reactions to processing, 121 as an evaluation system, 77
associative mechanisms, 76
and balance of forces for action, 76–7
biological underpinnings of, 22–4
capacities of, 19–20, 75–9
commitments, 154–5
conceptualisation of self, 14
conflicts between OS and, 77
consciousness, 15–6, 67–8
core capacities of, 67–9
differences between OS and, 80–81
dilemma of, 79
dynamic relationship between OS, 76
dynamic emergent materialistic behaviour, 14
dynamic relationship between OS, 180–194
evolution of, 13
feedback associated with, 182–3
feelings as inputs, 70–71, 223
flexibility of, 77
framing aspects, 180–181
functioning, 16
generated action tendencies, 13, 36, 76
influences on behaviour, 217–18
inputs to, 69–72
language, 67, 69
limitations of, 15
limited capacity information processor, 81–5
long-cycle evaluations, 182–3
main role of, 66
OS-controlled activity and, 14, 19, 21, 80–81
perceptions, 70
primary role of, 13
self-regulation resource of, 85–6
short-cycle evaluations, 182–3
stability of change, 86
stories and their roles, 72–5
story creation within, 22
thought processes, 77
urges or impulses to act, 70
exercise, 31, 33, 45–6, 49, 100, 121
expectancy-value theories, 5, 8, 144
experiences, 54
effects of, 167–9
persuasion, 123–4
feedback from behaviour, 166–7, 182–3, 223
feelings, 70–71, 193
conditioning of, 195
foreboding, 50
framing, 117, 118–25, 180–181, 221
breadth of, 118
components of, 119–20
implication of, 119
levels of occurrence, 118
maintenance of change, 162–3
message, 72, 120–122
options for change, 180–181
scope of frame, 118
self in, 119

Gain-framed messages, 121–2
goals, 35, 66, 117, 125, 127–9, 146–7
context specific, 120
setting, 133–7
grief, overcoming, 192

Habit strength, 64, 86, 134
habits, 31
formation of, 31–2
aspects of conditioning and, 64
benefits of change, 148
central problem of, 37
hard-to-maintain (HTM behaviours),
(continued)
chronic relapsing, 50
consequences of, 123, 161
delayed consequences and, 34–5
dilemma of, 79
goals around, 146
role in maintenance of, 32
transfer of control of performance, 49
types of behaviour change, 31–3
hard-to-reduce (HTR)/resist/eliminate
behaviours, 4, 32, 37–44, 122,
127, 169
addictions vs other forms, 38–9
anticipatory responses to, 37
avoidance-coping strategies, 160
differences with HTS, 34–7, 49–50,
178–80
example of smoking, 40–44
memories and, 68–9
skill acquisition and, 38
hard-to-sustain (HTS) behaviours, 4,
44–8
dedicated time for, 44
differences with HTR, 34–7, 49–50,
178–80
eating a healthy diet, 45–6
examples of, 45–6
features of, 44
against OS tendencies, 85
sun-protection behaviours, 44
hardening of population, 169–71
health action process approach
(HAPA), 8, 136, 144
health beliefs model, 8, 125
health messages, 122
health warnings on cigarettes, 64–5,
100–101
homogenisation of culture, 75
I-change theory, 8, 144
implementation intentions, 129, 155,
189–90, 196, 222
implicit attitudes, 215
impulses, 57
impulsive system, 89–90
inconsistency in stories, 73
inequities, reducing, 226–7
inhibitory processes, 23, 92
in OS, 58
initiation of change, 20
intentions, 90
interactional environment
interpersonal influences, 111–14
requisites for behaviour, 110–111
interpersonal environment, 111–14
interpersonal norms, 112
intoxication, 38–9
intrinsically rewarding behaviours, 63–4
knowledge about the world, 127
language, 67, 69
language-based action, 69
laws, (also see regulations) 106–9
learning, 55
learning-based theories, 7–8, 11, 168
likelihood of a behaviour, 34
long-term memory, 67–9
loss-framed messages, 121
Maintenance (see also relapse), 155–63
Initiation, compared with, 20–1
marijuana, 107
marketing, 108
mass media, 109–10
measurement, 215–220
memory, 54, 67–9, 72
episodic vs semantic, 68
message framing, 120–122
mindfulness, 190–191
modelling, 103–4, 111
modern marketing, 108
modern society, 98
moment-to-moment experiences, 226
motivational gradients, 149–50
needs, 56–9
negation, process of, 91–2, 120–122, 184
negative affect, 63, 71, 80, 91–2, 160
in persuasion, 124
non-conscious evaluative processes, 9
non-contingent negative affect, 92
normative beliefs, 102–3, 127–8, 167–71
of a behaviour, 106–7
popular culture, influence on, 110
nudge theory, 5, 9, 92, 228
observational learning, 104
operant conditioning, (see conditioning)
Operational System (OS), 2–3, 12, 55–60, 65
action tendencies, 13, 36, 57, 59–60, 68, 76
affective reactions, 71, 76 121
as an information processing system, 57
attention control, 60
biological underpinnings of, 22–4
bottom-up nature, 2, 5
conflicts between ES and, 77
coordinated action via, 58, 61
deciding on appropriate action, 60
difficulty of understanding, 15
effects of feedback, 60–61
ES, comparisons, 19, 21, 55, 80–81
excitatory and inhibitory processes of, 57–8
functions of, 60–62
generated impulses, 74
hierarchical nature, 55–8
implementation of chosen behaviours, 61
influences on behaviour, 218–19
influences on reorienting, 164–5
informational input for, 56
inhibitory tendencies in, 58
interpersonal influences, 111–2
interpretation of the external environment, 70
key tasks of, 60
measures of, 217–8
modifying of functions, 62–5
primacy of, 12, 90
reconditioning, 194–6
relationships between positive and negative experiences, 61
reorganising mechanisms of, 58
sensory processing capacity of, 58
as a signalling system, 55–6
stories and, 74
task of reorienting, 156–7
optimistic bias, 78
organised society, 106
organization analogy, 13–4, 81–2, 227–8
outcome expectancies, 127–30, 143
over-cued undesirable behaviours, 35
payments, 107
perceptions, 56–7, 70
peripheral cues, 123
perseverance, 155–9
persuasion models, 122–5, 151
pharmacotherapies, 41, 165, 197
physical activity, (see exercise)
planning (see scripts)
Plato’s analogy of driver and chariot, 4
popular culture, 110
positive experiences and change, 161
practice, 196–7
pre-commitment, 150
pre-formed beliefs, 223
price and tax
differential taxation, 108
PRIME theory of West, 5, 225–6
priority, 130–131
problematic behaviours, 38
prohibitions, 107
propositional knowledge, 128, 145
population perspective, 169–71, 177–8
Prospect theory, 9, 92, 110, 121–2, 223
Prototype Willingness model, 87–9
4 Ps of marketing, 108
pseudo-behaviours, 15
public education, 109–110
quasi-hierarchical organization of ideas, 129
Rationality, limits of, 83–4, 93, 131
rational addiction model, 8
rationalising beliefs, 129, 137
rational society, 106
rebels, 113
re-evaluations, 167
reflective feedback, 182
regulations (legal), 106–9
reinforcement, 40
relapse, 10, 41–4, 156, 158
drivers of, 150–161
negative affect in, 10
relatively stable environment, 99–104
direct and indirect effects on behaviour, 101
micro-environment, 100
modelling and vicarious learning, 103–4
optimising, 101
relatively stable environment, (continued)
  social environment, 102–3
reorganising mechanisms of OS, 58
reorienting, process of, 55–8, 156, 164–5
repeated attempts, 142, 167–71
resources, 133
  availability of, 107–8, 200
rewards, 38, 64, 198
  associated with engaging in behaviours, 100
RIM (Reflective, Impulsive Model), 5, 9
  compared to CEOS, 89–93
Rothman’s dual theory, 144
routinisation of skills, 48–9
Salience, increasing, 183–5
schemata, (see behavioural schemata and scripts)
  scripts, 66, 70, 75, 152–4, 167
  influences of OS, 152, 154
  optimising, 202–5
self, conception of, 55, 119, 126
  revised sense of, 201
self-control, 9, 20–21, 86, 156
  enhancing, 186–9
  externalising, 199–200
  influences on, 163–4
  priorities, 188–9
  resistance, 187–8
self-efficacy, 8, 42, 135–7, 151, 153
  moment-to-moment influences, 159
self-exempting beliefs, 137
self-maintenance functions, 32
self-reference, 2
self-reflective capacity, 67, 70
self-regulatory capacity, 11, 17, 69, 85–6, 130, 156, 221
  exhaustion, 85, 156
self-re-orientation, 85
  enhancing, 156–8, 190–197
self-report, 219
semantic memory, 68
sensations, 56
sensory-motor control system. see Operational System (OS)
sensory processing capacity of OS, 58
setbacks, slip-ups, or lapses, 165–166, 202
skills, role of, 48, 50, 56, 59, 63, 186, 190, 200, 220
smoking, 31–2, 35, 38, 40–44, 100–1, 121, 145, 157, 168, 170
  anti-smoking advertisements, 109
  conditioned emotional responses to, 64
  health warnings on, 64–5, 100–101
  impact on bans, 107–8
  self-regulatory effort to quit, 157–8
  social desirability of, 102
smoking cessation, 143, 146–7, 184, 226
  determinants of quit success, 71, 158
social acceptability of a behaviour, 105
social cognitive theory, 17
social determinist models, 7
social environment, 98, 102–4, 113
social norms, 102–3
  denormalisation, 106
  obligation to act, 100
stage-based approach, 14–53
stories, 22, 72–5, 78, 117
  consistency in, 73
  credibility of, 75
  and decisions for action, 74–5
  elements, 72
  facilitating change, role in, 74
  features of, 74
  framing of, 72
  genesis of, 72–3
  in inhibiting change, 112
  of a person, 72–3
  relationship with questions, 73
  situational specificity of, 112–13
  of self, 74
substitutes, 47–8
sun-protection behaviours, 44
suppressing of conditions, 63–4
systems analysis, 2
task analysis, 133–5
task difficulty, 153–5, 162
temporal discounting, 8–9, 130–1, 161–2, 224
temporal self-regulation theory, 131
temptations (see urges)
terminology defined, 54–5
theory of planned behaviour (reasoned action), 8, 125, 222
theory of trying, 144
<table>
<thead>
<tr>
<th>Term</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>thinking</td>
<td>66</td>
</tr>
<tr>
<td>tolerance</td>
<td>39</td>
</tr>
<tr>
<td>tools</td>
<td>110–111</td>
</tr>
<tr>
<td>top-down processes</td>
<td>2, 106–7</td>
</tr>
<tr>
<td>transtheoretical model (TTM)</td>
<td>8</td>
</tr>
<tr>
<td>uncontested behaviour</td>
<td>71, 91</td>
</tr>
<tr>
<td>under-cued desirable behaviours</td>
<td>35</td>
</tr>
<tr>
<td>undesirable behaviour pattern</td>
<td>169</td>
</tr>
<tr>
<td>urges</td>
<td>57, 156, 162</td>
</tr>
<tr>
<td>difficult-to-resist</td>
<td>78</td>
</tr>
<tr>
<td>values</td>
<td>126–7</td>
</tr>
<tr>
<td>vicarious learning</td>
<td>103–4</td>
</tr>
<tr>
<td>volitional change</td>
<td>68–9, 145–8</td>
</tr>
<tr>
<td>Weinstein’s PAP model</td>
<td>144</td>
</tr>
<tr>
<td>working memory</td>
<td>129</td>
</tr>
</tbody>
</table>