

Habits and Intentions Guide Behavior

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- Most of the time what we do is what we do most of the time
- Sometimes we do something new

Antecedents of Behavior

- Intentions—conscious decisions to act
 - Attitudes/norms/control→intentions→behavior
- Habits—behavioral dispositions to repeat past actions given stable circumstances
 - Components
 - Frequent performance
 - Stable circumstances: physical context, goals, others' behavior, time of day, mood
 - Automaticity; responses can emerge from concepts and motives not available to conscious awareness (Bargh & Chartrand, 1999)

Separate Antecedents to Action

- Behavior prediction research
 - Habits, Intentions → Future behavior
- Predicting purchase of fast food, watching TV news (Ji Song & Wood, unpub)
 - Measured
 - intentions, habits (frequency/stability)
 - frequency of behavior each day for following week, via daily diary
 - Analyses predicted frequency of behavior during week from intentions and from habits

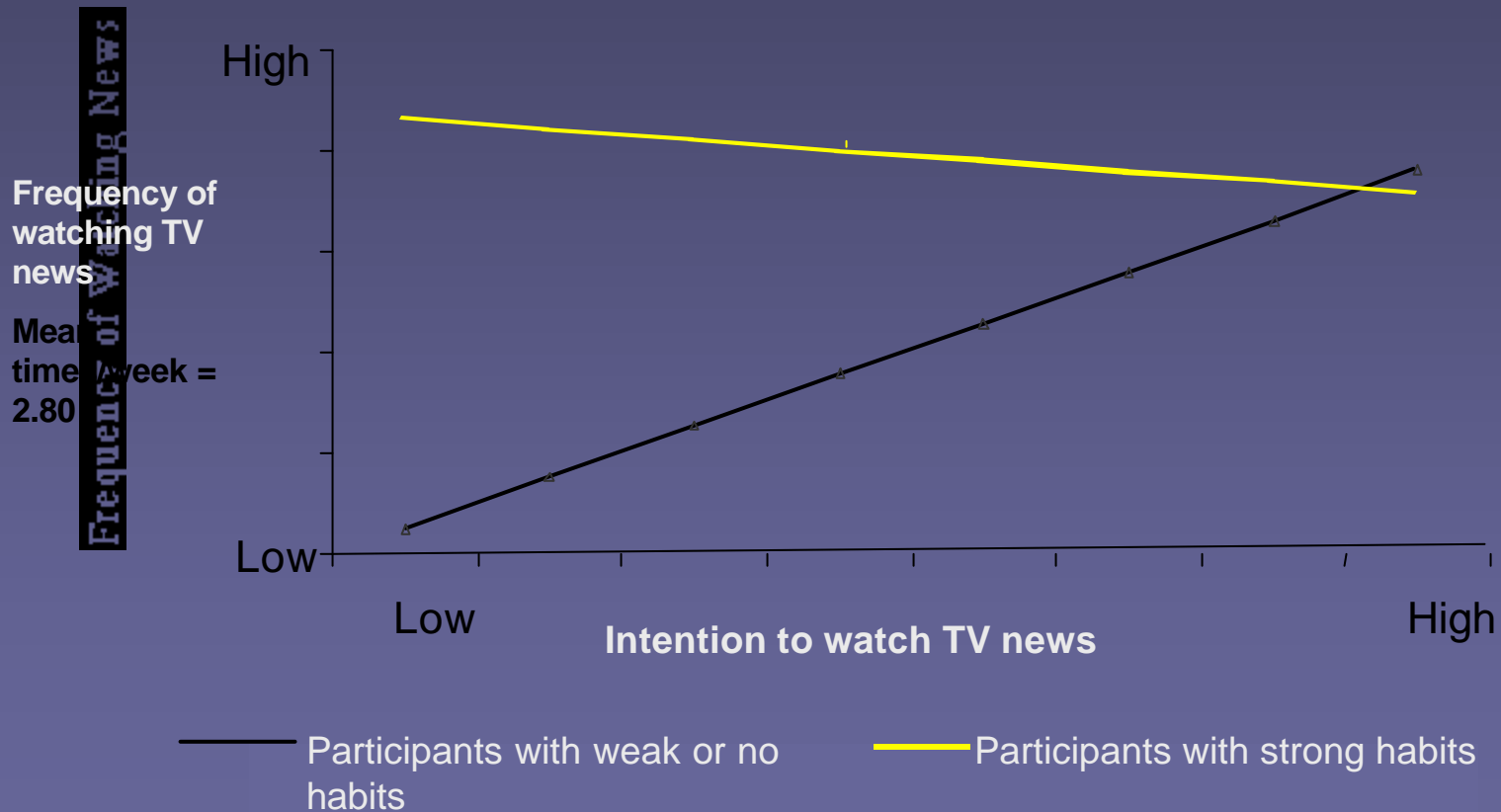
Regression Predicting Fast Food Purchase From Habit, Intention

Intention x Habit interaction: Intentions guide action only when habits have not been formed



Regression Predicting Watching TV News From Intentions, Habits

Intention x Habit interaction



Habits and Intentions Interact in Predicting Behavior

- Across a variety of domains, with a variety of subject populations
 - blood donation (Ferguson & Bibby, 2002)
 - meta-analysis of condom use (Albarracin et al., 2002)
 - travel via car (Klößner, Matthies, & Hunecke, 2003; Verplanken et al., 1998)
 - meta-analysis of behavior prediction studies (Ouellette & Wood, 1998)
 - recycling, watching TV (Ouellette & Wood, 1998)

Habits are Performed Even When They Conflict with Intentions

- In everyday life, people's motivation and ability do not appear sufficient to override habits
 - Self-regulation is easily depleted by simple decision making tasks (Baumeister, Muraven, & Tice, 2000)
 - Ability deficits can impair intentional responses (Kelley & Jacoby, 2000)
 - aging, distractions, time limits

Separate Systems: Separate Methods of Change?

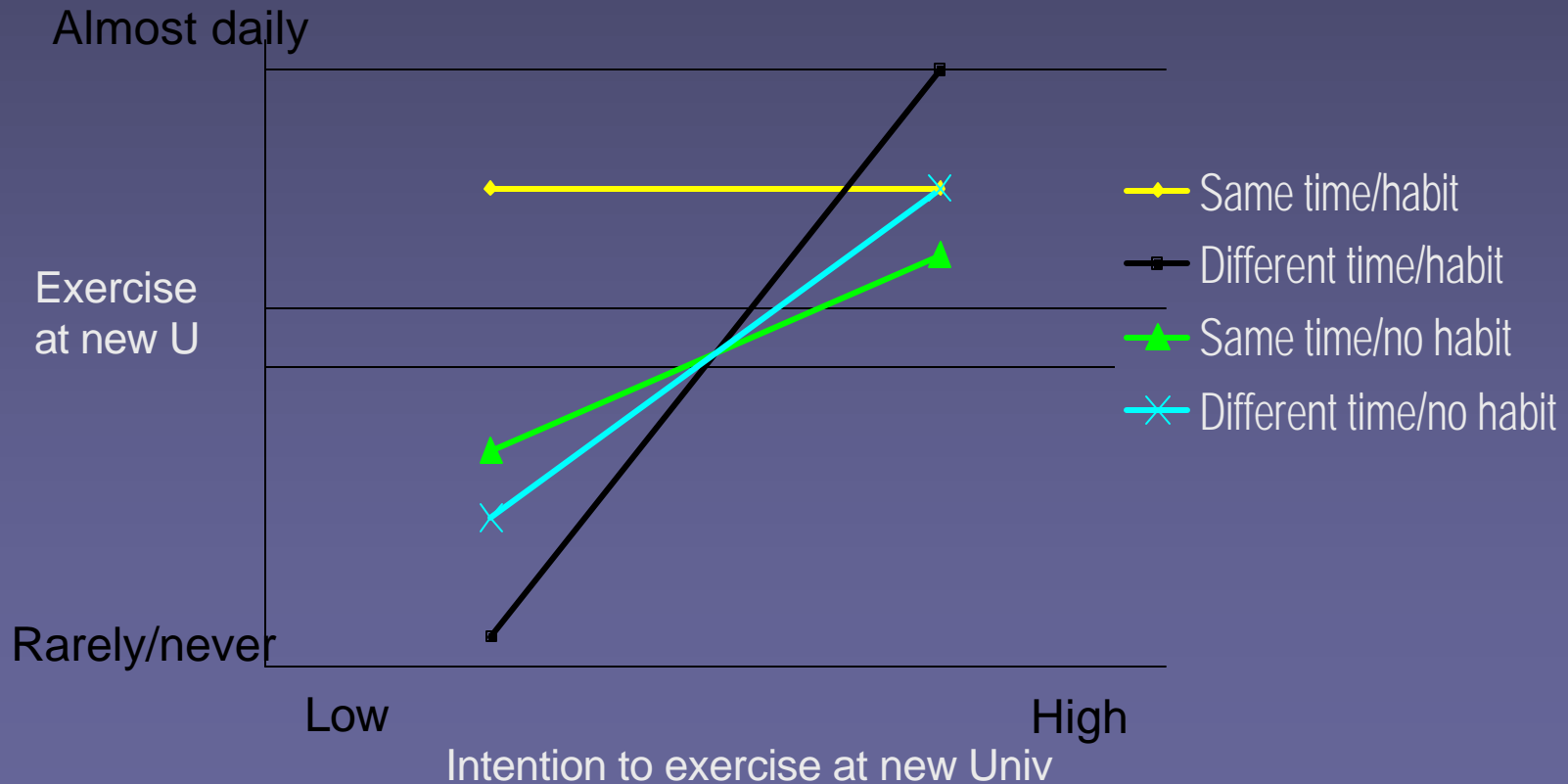
- For intentions
 - persuasive appeals that change attitudes, behavioral skills change condom use (Albarracin, McNatt, Ho, & Klein, 2000)
 - various interventions affect health-related intentions and behavior (Hardeman, Johnston, Johnston, Bonetti, Wareham, & Kinmonth, 2003)
- For habits: change supporting circumstances
 - disrupts routine performance of behavior
 - effect on intentions—depends on new information

Changing Circumstances, Changing Habits

- Studied transfer students' habits for exercising, reading daily paper (Wood, Tam, & Guerrero-Witt, unpub)
- Assessed at old univ (before move),
new univ (2 months after move):
 - Intentions, behavior
 - Supporting features of situation
 - Roommates' behavior, time of day
 - remained stable/not from old U to new U
- Predicted behavior at new univ from habit at old univ, intentions, stability of circumstances

Habits Tied to Circumstances

Habits maintain when performed at same time from old Univ
to new Univ: Intention X Habit X Time of day ($p < .05$)



Habit Performance Depends on Supporting Circumstances

- Changing circumstances
 - Disrupted smooth repetition of habitual acts
 - Brought habitual behavior in line with current intentions
 - Did not affect intentions
- What cues support performance transfer? (Barnett & Ceci, 2002)
 - Varies with behavior
 - For exercise—time of day, physical location, respondents' judgments of stability
 - For reading newspaper—time of day, social context, judgments of stability

Summary

- Habits and intentions: separate systems
 - Independent predictors of behavior
- Not a dichotomy--any behavior likely draws on both systems: components of processing
- Tailor change interventions to predominant behavioral guide
 - intentions through changing information
 - habits through changing supporting context