



You do, so you can, and you will.

How self-efficacy may facilitate behaviour change.

Self-efficacy as a facilitator of behaviour change

Self-efficacy is the belief that you are able to mobilise the motivation and behavioural actions to handle a prospective situation. Behaviour develops self-efficacy, and self-efficacy encourages behaviour. This suggests that self-efficacy can be utilised to encourage behaviour change.

Can simple, everyday water-related behaviours spillover into more ambitious water-related behaviour?

Correlational study: 473 people in Australia were surveyed (51% female, average age was 51 years).

Measures: Past engagement and future intentions to engage in 14 water conservation and water quality protection behaviours. Nine behaviours were considered easy to do, such as turning the tap off when brushing teeth, and the remaining five behaviours were considered more difficult to do, such as rehabilitating riverbanks. Self-efficacy towards water-related behaviour was also measured.

Conclusion: The simple behaviours people engaged in were related to a high sense of self-efficacy, which was associated with a greater intention to engage in more difficult behaviour, such as picking up other peoples' litter. These findings suggest that simple behaviours may encourage engagement in more difficult behaviour, when a sense of self-efficacy is strong.

Simple
behaviour



Self-
efficacy



Difficult
behaviour