Predicting Specific Behaviours

Behavior Potential = Expectancy + Reinforcement Value
Predicting Specific Behaviours

- **Behaviour Potential**
  - The likelihood that a certain behaviour will be performed

- **Expectancy**
  - The likelihood that a certain behaviour will be reinforced

- **Reinforcement Value**
  - The extent to which an individual values the expected reinforcement of an action
## Calculating Behaviour-Potential

<table>
<thead>
<tr>
<th>Option</th>
<th>Possible Outcome</th>
<th>Expectancy</th>
<th>Value</th>
<th>BP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask for apology</td>
<td>Apology</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Insult back</td>
<td>Laughter</td>
<td>Low</td>
<td>High</td>
<td>Average</td>
</tr>
<tr>
<td>Yell insult</td>
<td>Ugly scene</td>
<td>High</td>
<td>Low</td>
<td>Average</td>
</tr>
<tr>
<td>Leave</td>
<td>Feel Dumb</td>
<td>Average</td>
<td>Low</td>
<td>Low</td>
</tr>
</tbody>
</table>
Psychological Situation

- More important than the objective situation
- Behaviour is a result of an interaction between the environment and internal factors
Types of Expectancies

- Generalized expectancy
  - Related to a group of situations
- Specific expectancy
  - Related to a particular situation
**Psychological Needs**

- **Recognition-status**
  - E.g., Be seen as competent

- **Dominance**
  - E.g., be powerful

- **Independence**
  - E.g., Make your own decisions

- **Protection-Dependency**
  - E.g., have others make you feel secure

- **Love and affection**
  - E.g., be liked

- **Physical comfort**
  - E.g., avoid pain, seek sense of well-being
Locus of Control

Locus of control

- The extent to which an individual attributes outcomes to factors internal or external to the self
  - Those with an internal locus of control believe that their actions will lead to desired outcomes
  - Those with an external locus of control believe that factors outside of them control outcomes
LOC research

- Thousands of published studies on LOC
- Topics include:
  - health, academic performance, mental health, etc.
- One common finding is that an external LOC is correlated with depression
- A balance may be the most adaptive