

Thinking about fertility intentions: TPB and fertility

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PREDICTING
AND
CHANGING
BEHAVIOR

The Reasoned Action Approach

Martin Fishbein
Icek Ajzen

Icek Ajzen

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Papers: 188

Citations: 63,792

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Three pubs with
over 10,000 cites!

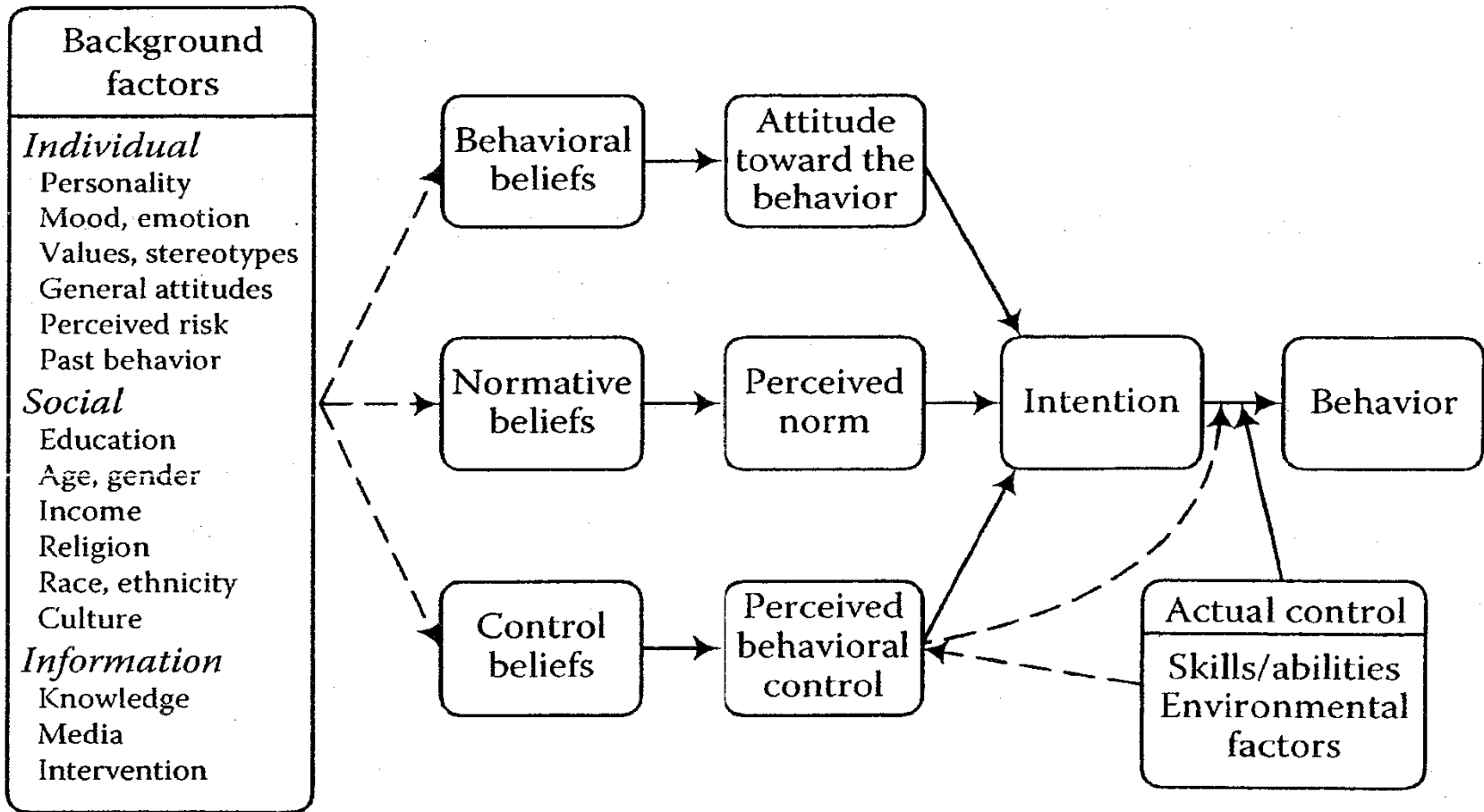


FIGURE 1.1 Schematic presentation of the reasoned action model.

The question:

- NOT whether TPB is (or has been) a useful conceptual framework (theory). It clearly is/has been... I have used it:
Rindfuss, Morgan and Swicegood 1980
- Rather ... is TPB the framework of choice for “our” problems? And which ones?
- Is it consilient?

Key insights from neuroscience and cognitive science for “demography types”

- The brain is “modular” ; much of the information processing and resultant behavior operates unconsciously
- Our brains have multiple neural pathways that can process given information. It is useful to think of these pathways as “schemas”. These schemas can be contradictory and/or multiple ones can be relevant for a given behavior (e.g, is sex “motivated” by relationship or fertility logic?)

Key demographic findings

- Many pregnancies are “unplanned”
- Many pregnancies are “unwanted”
- Prospective and retrospective reports of unplanned/unwanted are frequently at odds
- Many persons do not have the number of children they “intend”
- “Missing the target (low)” seems to have weak effects on happiness or other measures of well-being

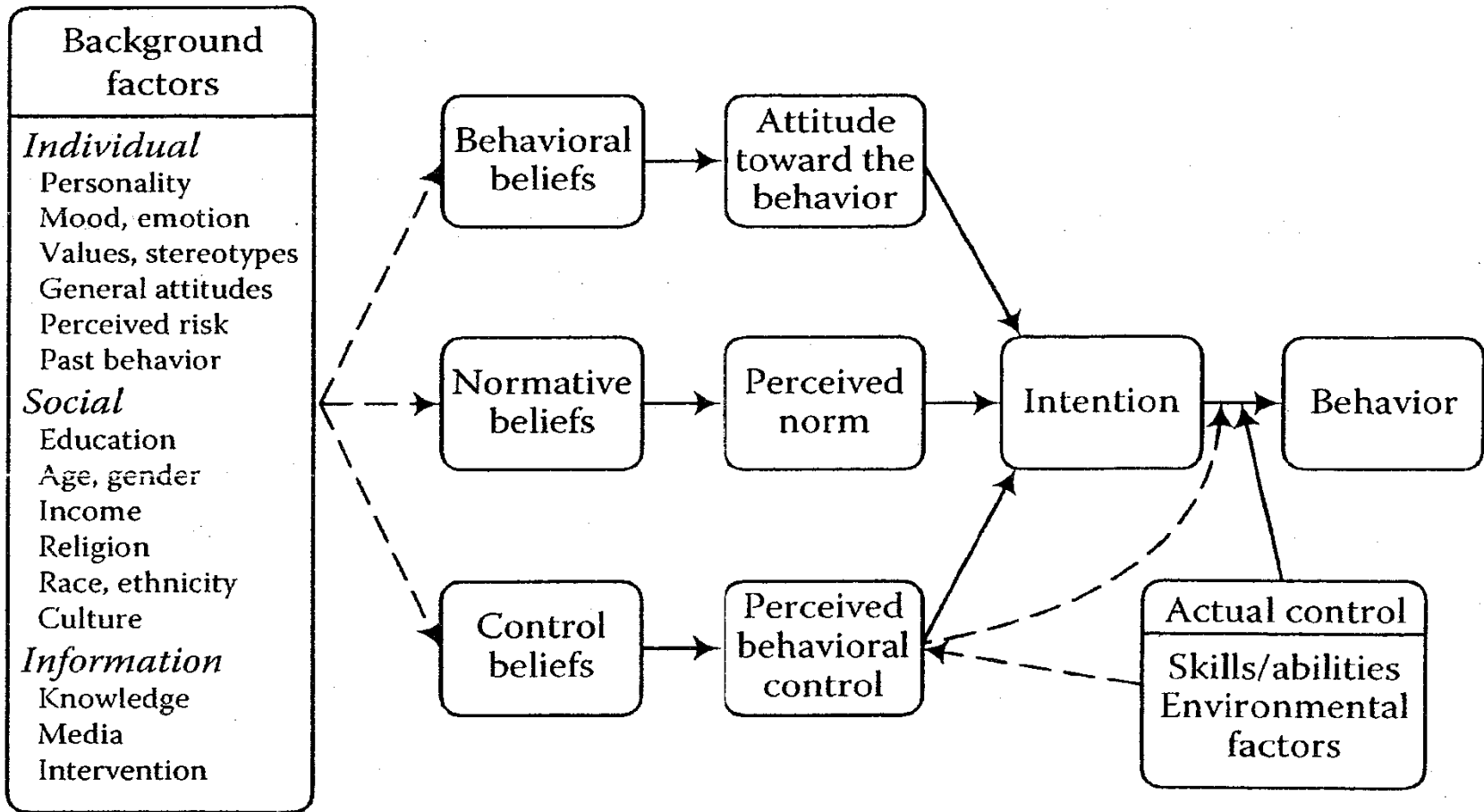
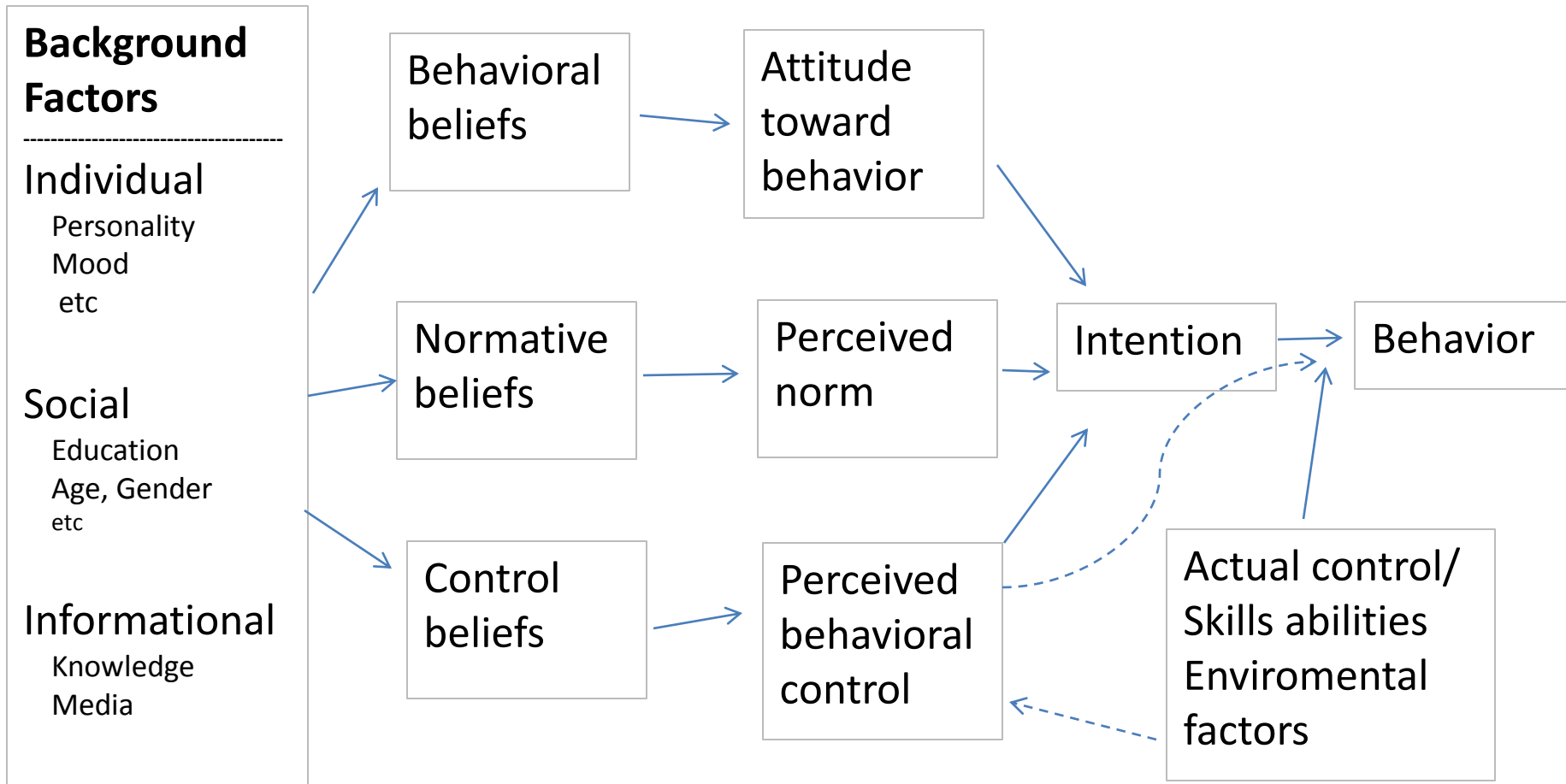
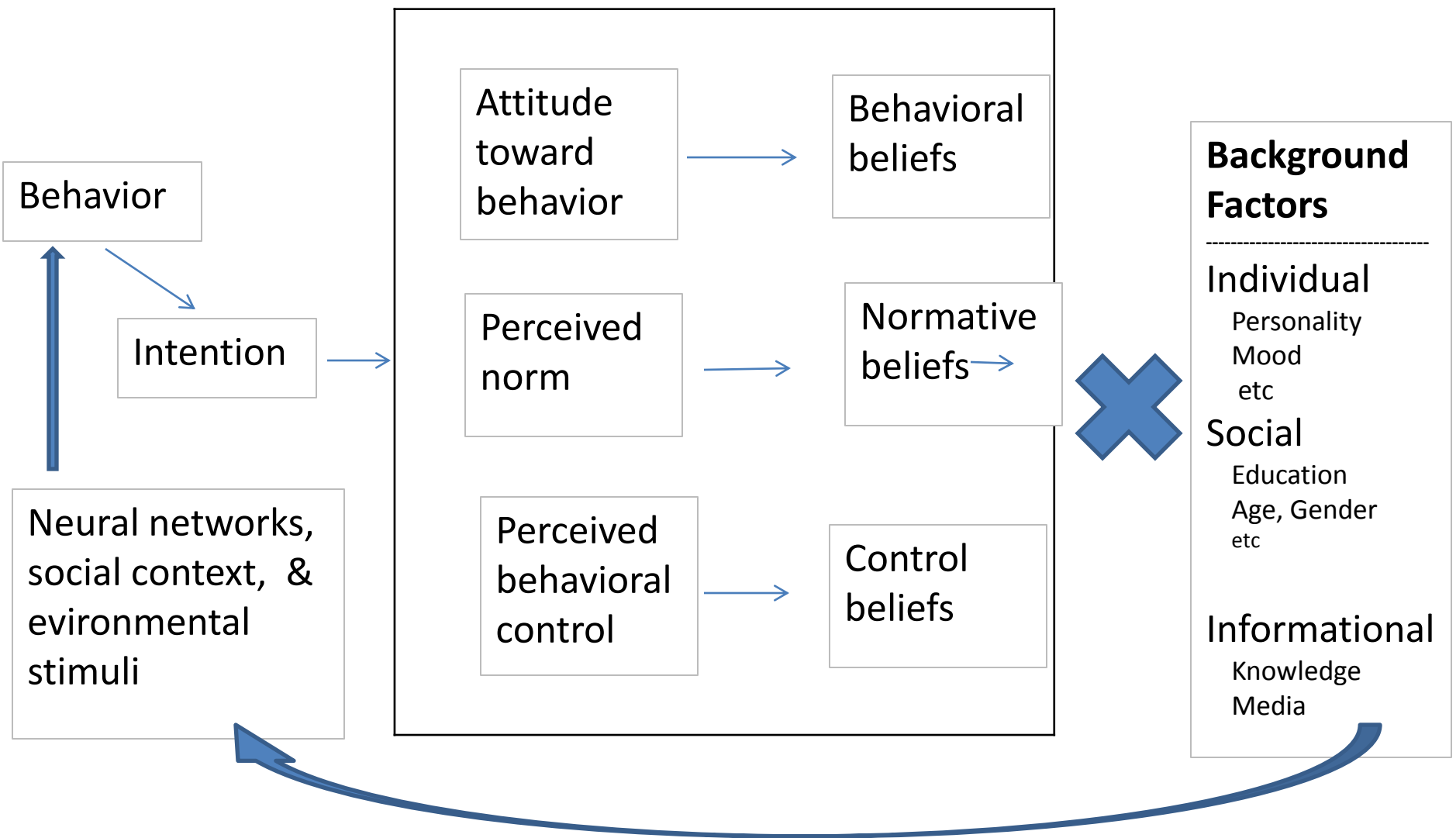


FIGURE 1.1 Schematic presentation of the reasoned action model.



Theory of Planned Behavior (Rational choice?)

From Intentions to Behaviour

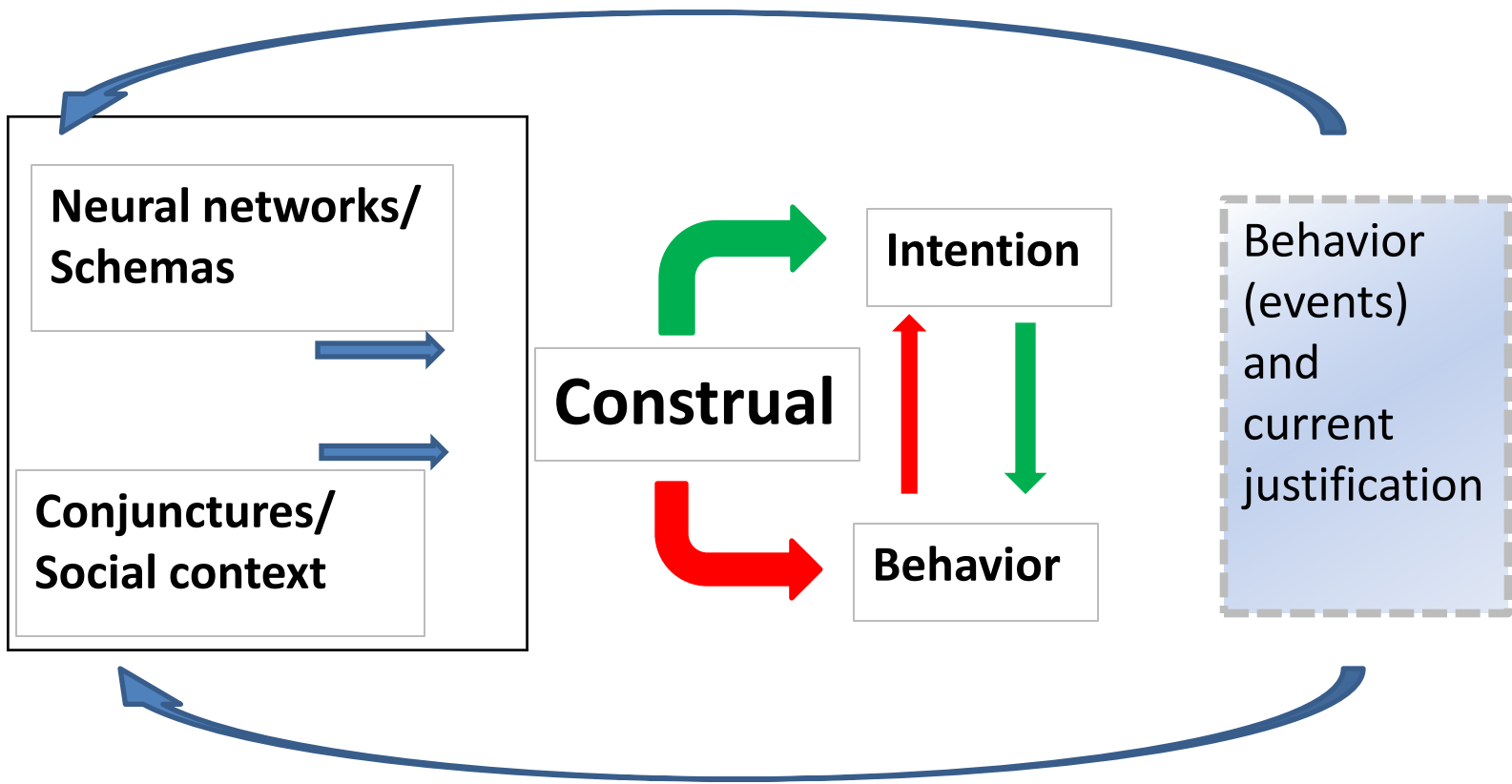


Theory of Rationalized Behavior (Cultural/genetic situational control)

From Behaviour to Intentions

A Consilient Compromise: Theory of Conjunctural Action (TCA)

- ***Understanding Family Change and Variation: Structure, Conjuncture, and Action.*** Forthcoming (2011), Springer.
- *by Jennifer Johnson-Hanks, Christine Bachrach, S. Philip Morgan, and Hans-Peter Kohler*
- Written by and for social demographers



 Planned Behavior

 Rationalized Behavior

Theory of Conjunctural Action (A consilient Compromise)

Questions for final session

1. I am surprised that xxxxx did not receive more attention in our discussions.
2. The TPB has been a starting point for thinking discussing at this conference. What are its strengths and weaknesses for this purpose?
3. What can be learned from studying the efforts of couples to adopt kids or use ART?
4. If fertility decisions are made one at a time, how can there be an intention/ behavior gap?

More questions

5. Taking Bongaarts low fertility model as a framework

$TFR = \text{Intentions} \times \text{Timing} \times \text{Unwanted} \times \text{Infecundity} \times \text{Competition}$

Where should policy be directed? At intentions?

6. Fertility is affected by relationship behavior and parental investment decisions, why so little attention to the former?