

Talk on Tuesday, 2. July 2024

in HS 424

Start: 10:15 (till 11.30)

The talk will be presented in English

Stick or Twist: Implications of Action Phases for Promoting Behavior Change

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How can health care providers, scientists, and others interested in promoting long term behavior change overcome resistance? A consideration of goal phases may provide important insights.

Ongoing goal pursuit is focused on implementing a course of action and avoiding distraction. As a result, it may be more difficult to convince people to change their behavior while they are currently pursuing a goal. In contrast, concluded goal pursuit facilitates evaluation of outcomes, which is crucial to promoting change. Relevant theoretical and clinical approaches will be discussed and then preliminary work consistent with this view will be presented.

Invited by: Lukas Thürmer