

Theory And Methods In Social Research



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The Theory of Planned Behavior (TPB) of Icek Ajzen (1988, 1991) helps to understand how we can change the behavior of people. The TPB is a theory which predicts deliberate behavior, because behavior can be deliberative and planned. TPB is the successor of the similar Theory of Reasoned Action of Ajzen and Fishbein (1975, 1980). The succession was the result of the discovery that behavior ...

Theory of Planned Behavior - Management Methods

Evaluation is a methodological area that is closely related to, but distinguishable from more traditional social research. Evaluation utilizes many of the same methodologies used in traditional social research, but because evaluation takes place within a political and organizational context, it requires group skills, management ability, political dexterity, sensitivity to multiple stakeholders ...

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