

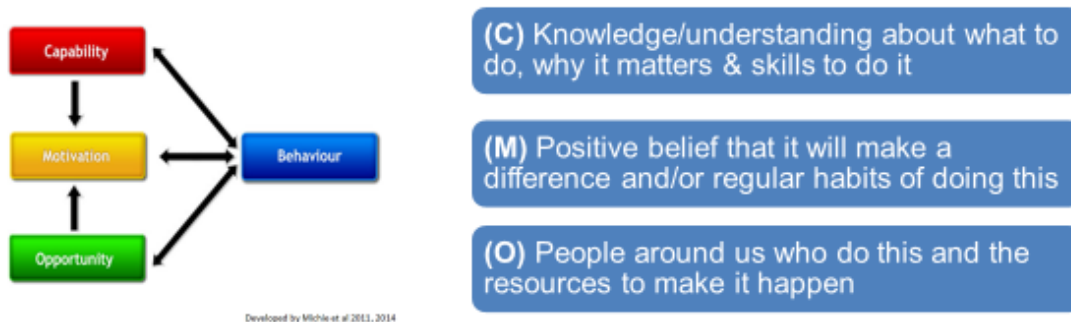
# COM – B Overview

SCC Behavioural Science Toolkit  
Resources developed by  
SHU CebSAP

**Sheffield  
Hallam  
University** | Centre for Behavioural  
Science and Applied  
Psychology



## COM- B ; A generic model of behaviour



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# Capability

- Physical capability
  - Physical skill, strength or stamina
    - Being able to swim
    - Having the skills to be able to complete an online form
- Psychological capability
  - Knowledge or psychological skills, strength or stamina to engage in the necessary psychological processes
    - Understanding how to interpret nutritional labels regarding fat content
    - Being able to remember to set up a direct debit



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# Opportunity

- Physical opportunity
  - Opportunity afforded by the environment: time, resources, locations cues, physical affordance
    - Having sufficient money to buy fresh fruit and vegetables
    - Having a computer and internet connection to be able to complete an online form
    - Having lots of takeaway food establishments near your house
- Social opportunity
  - Opportunity afforded by interpersonal influences, social cues and cultural norms that influence how we think about things
    - Having friends who have all taken up free nursery places for their children
    - Being a member of a family who don't do any physical activity



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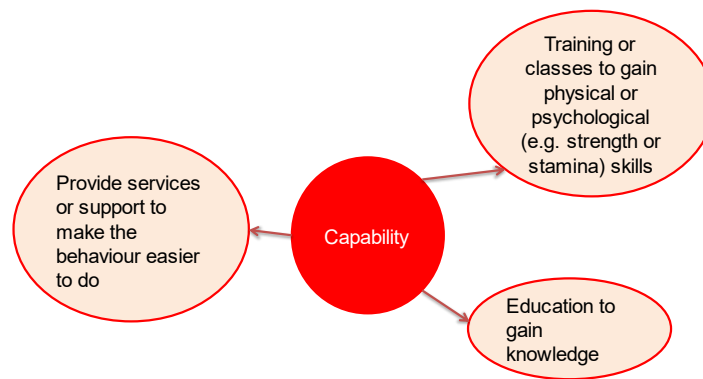
# Motivation

- Reflective motivation
  - Reflective processes involving plans (intentions) and evaluations (beliefs about what is good or bad)
    - Wanting to recycle as much of your waste as possible
    - Believing that a child will benefit from attending nursery
    - Believing that there are benefits to paying rent by direct debit
- Automatic motivation
  - Automatic processes involving emotional reactions, desires, impulses, inhibitions, drive states and reflex responses
    - Picking up the car keys and driving to the corner shop for some milk by habit
    - Choosing the option that takes the least time

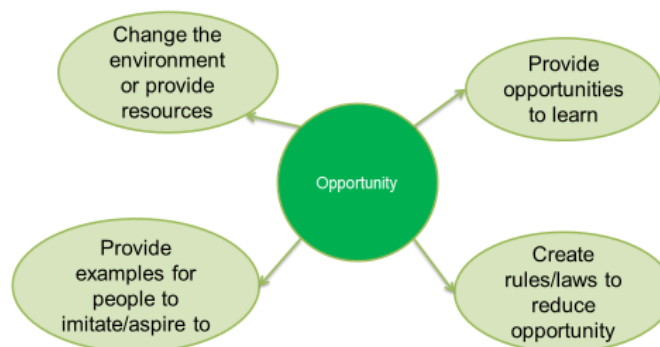


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## How might you promote capability change?



## How might you promote opportunity change?



## How might you promote motivational change?

