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Intra-individual differences in offenders' motivation and behavioral change after a driver rehabilitation program



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ABSTRACT

Although many studies have applied the theory of planned behaviour (TPB) to predict a variety of risky behaviors, only a few of them have examined changes in TPB variables after a driver rehabilitation (DR) program. Moreover, drawing from the educational and training transfer literature, the present paper aims at investigating motivational variables related to DR program in order to understand more accurately the process of behavioral change. Due to the heterogeneity of drinking-driving offenders, the study examined intra-individual differences in the patterns of participants' training motivation and assessed the impact of this diversity on success of a DR program. This study included a sample of 200 offenders arrested for driving under the influence of alcohol (DUI) who were enrolled in a DR program. Their participation was the consequence of a proposal by a prosecutor or a judge as an alternative to classic penal sanctions. Using a two wave panel data, questionnaire data were collected at the beginning and at the end of a DR program. A cluster analysis was used to classify DUI offenders according to their pre-training motivation (i.e. perception of mandatory enrollment and a priori subjective task value) and past behaviour. Results revealed six clusters representing different combinations of pre-training motivation and past behaviour. Moreover, analyses of variance showed that these profiles of DUI offenders differed on motivational variables and behavioral change process. The practical implications of this centered-person approach for DR program and possible avenues for further research are discussed.

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1. Introduction

According to the World Health Organization (2015), the number of road traffic deaths is estimated annually at 1.25 million and many more cases of serious injuries. Driving under the influence of alcohol is among the root cause of serious and fatal traffic injuries in EU (WHO, 2015) and imposes significant human costs on society (Ma, Byrne, Haya, & Elzohairy, 2015). In Belgium, alcohol-impaired driving is of prime importance knowing that more than 38.2% of seriously injured drivers are influenced by alcohol (\geq 0.5‰) (Meesmann, Boets, & Silverans, 2012) which is one of the highest prevalence rates for driving under the influence of alcohol (DUI) amongst many other European countries (Meesmann & Rossi, 2015).

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To address this public health threat, driver rehabilitation (DR) is one possible countermeasure for DUI offenders. Since their development, many studies to date have directed greater attention to recidivism in alcohol-impaired driving and have established that DR program for DUI offenders produces a decrease in recidivism and so seem to be effective. However, the recidivism reduction rates vary largely from 8% to 71% (Bukasa et al., 2009; Wells-Parker, Bangert-Drowns, McMillen, & Williams, 1995). Moreover, recidivism is an insensitive measure (Wells-Parker et al., 1995) in the sense that it cannot be explained why some DUI offenders profit sufficiently from DR, others do not and tend to commit new alcohol-impaired driving. Even more, the objectives of DR are to change the attitude and behavior of DUI offenders in order to minimize reoffending and so to reduce road traffic crash (Klipp, 2009). Thus, the challenge is to further investigate the mechanisms in play in the behavioral change that takes place or not as a result of the enrollment in a DR program.

Accordingly, the following sections depict the theory of planned behaviour and the issue of habit to predict intention and behaviour. Then, given the judicial context of enrollment in DR program, the literature regarding training motivation and mandatory participation are described in order to understand the impact of these variables in the process of behavioral change. The heterogeneity of DUI offenders in terms of training motivation is also addressed. On bases of the literature review, the aims and hypotheses of the present study are drawn.

2. Theoretical framework

2.1. Theory of planned behavior

Among the different approaches drawn on to predict preventive behavioral change and identifying intervention targets is the Theory of Planned Behavior (TPB; Ajzen, 1991). This theory has been successfully used for analysing behaviors covering a wide range of fields (Armitage & Conner, 2001) including the field of traffic safety (e.g. Castanier, Deroche, & Woodman, 2013; Lheureux, Auzoult, Charlois, Hardy-Massard, & Minary, 2016).

The TPB posits that behavior is to a large extent determined by the intention to engage in this target behavior (Fishbein & Ajzen, 2010). Intention is defined as the estimated likelihood to commit in behavior and is function of three social cognitive variables: attitude towards the specific behavior, injunctive norms and perceived behavioral control. Attitude is defined as the overall favourable or unfavourable evaluation of the behavior of interest. Norms refer to the perceived social pressure which can influence an individual to perform the behavior. More precisely, the injunctive norms pertain to the perception the individual has about what significant others think he/she should do. The last social cognitive determinant, the perceived behavioral control (PBC), is defined as the extent to which the individual believes that the specific behavior is under his/her control. In addition, the TBP postulates that perceived behavioral control influences also the behavior directly. As research progressed, some additional variables were revealed useful to predict intention and were added to the initial model to form the extended version of TPB. One of them is the moral norms that are particularly meaningful to investigate risky behaviors with a moral dimension like drinking-driving behavior. They refer to internalized moral rules about whether adopting the target behavior is acceptable or not. On the whole, the more positive the attitude, the injunctive and moral norms and the perceived behavioral control, the stronger the intention to engage in the behavior. Hence, an individual who reveals a strong intention is more likely to perform the behavior (Fishbein & Ajzen, 2010).

In the context of drinking-driving behavior, Moan and Rise (2011) have applied the TPB in an extended version to study the intention not to drink and drive. The authors showed that the TPB components account for 10% of the variance. Perceived behavioral control was the strongest predictor of intention, followed by descriptive norms (i.e. the individual's perception of whether significant others perform the target behaviour), attitude and moral norms. Concerning the prediction of intention to drink and drive, studies revealed inconsistencies regarding the effect's magnitude of each TPB component. Although some researchers (Chan, Wu, & Hung, 2010; Marcil, Bergeron, & Audet, 2001) found that intention is predicted more strongly by attitude, followed by perceived behavioral control and subjective norms, Lheureux et al. (2016) observed that subjective norms were the most important predictor, followed by attitude and PBC. However, overall, the TPB variables explained between 42% and 79% of the variance in intention to drink and drive (see Moan & Rise, 2011).

Research in the field of continuing education looks also into the social cognitive beliefs-intention relationship. Some authors observed that the intention to transfer is predicted by attitudes towards the content of the training (Gegenfurtner, 2013; Gegenfurtner, Vauras, Gruber, & Festner, 2010), injunctive norms coming from important referents in the professional environment (Gegenfurtner et al., 2010) and the sense of competence in applying learning outcomes (Gegenfurtner et al., 2010; Hutchins, Nimon, Bates, & Holton, 2013).

2.2. Habit versus planned behavior

Is intention and behavior predicted by habits or rather by reason-based and planned decision making? Some authors argue that many social behaviors, such as driving behaviors, are not exclusively 'planned' and 'reasoned' but are also executed in an automatic fashion.

The issue of habit in the prediction of intention and behavior has been substantially discussed in the literature (Manstead, 2011; Lheureux et al., 2016). Verplanken, Aarts, van Knippenberg and Moonen (1998) define habit as 'learned acts that become automatic responses to situations, which can be functional in obtaining certain goals or end-states' (p. 112). From

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