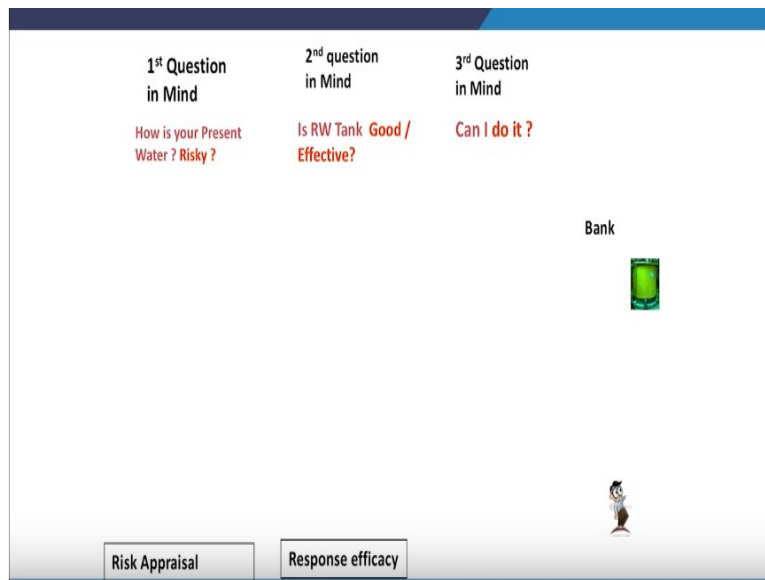




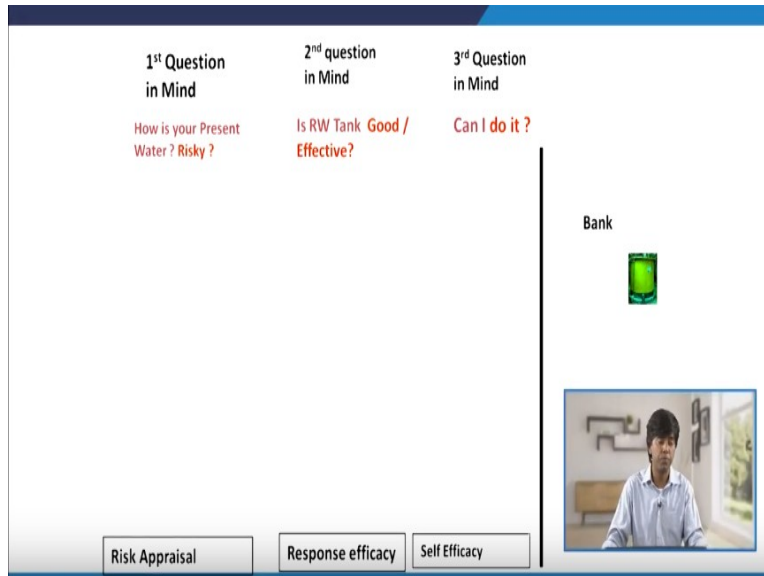
This person also have monetary problem, and he called his wife, his wife said that we have some savings extra savings so do not worry you can do it.

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So he was very happy okay, and he wanted to try this new tank to install. Now what we call this one, first is risk appraisal then is response efficacy. What we call these phase, this one we call as self-efficacy.

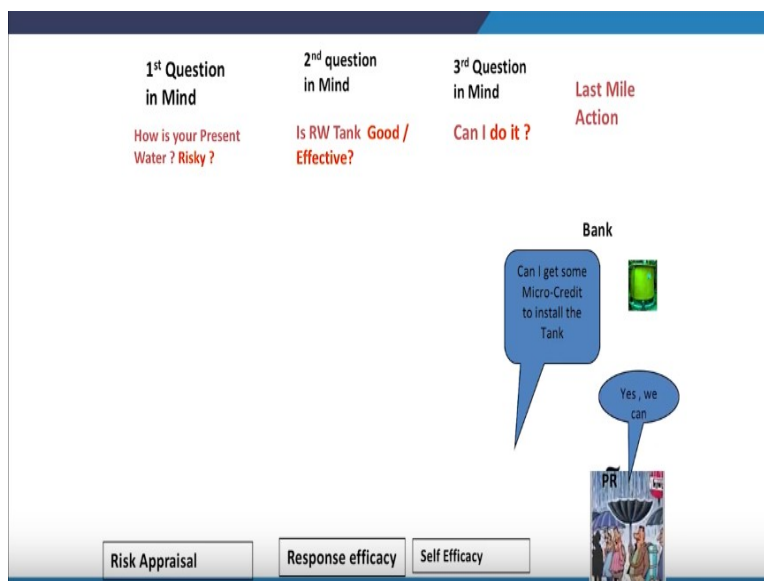
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The kind of confidence the reason could be different it could be sometimes financial reasons it could be sometimes organizational problem, physical issues like if I do not have space in my house I cannot do it. If the materials I cannot buy I cannot do it. If I do not have the technological knowledge or support then I cannot do it. So something is I am at risk something is going to work.

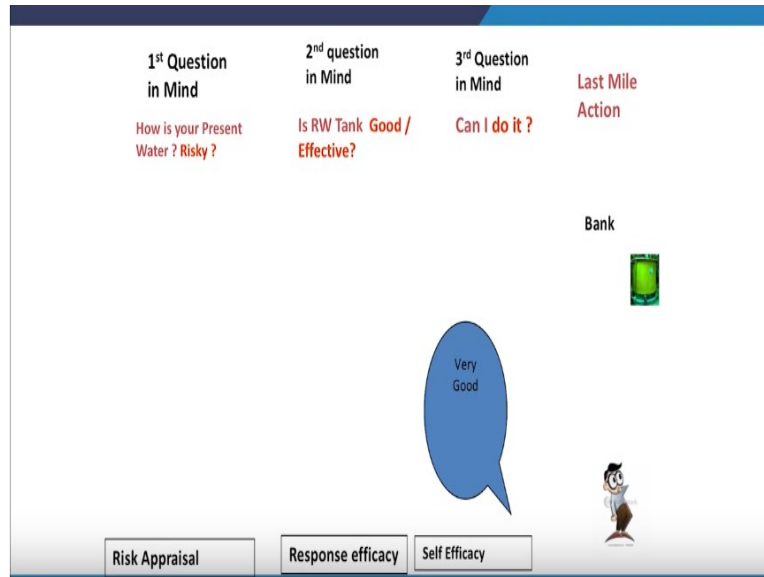
And I can do it, is very critical according to cognitive and heuristic approach but this is not the end, this is not the end yet what else, what else is very critical.

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Last-mile action maybe he has money savings, but still he needs some loan, can I get some microcredit to install the tank right. So he called some microcredit agency, and they said okay yes you can.

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And then he was very happy and decided to go for this tank.

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So finally he installed these rainwater harvesting to protect himself from drinking water disaster.

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Protection Motivation Theory (PMT)



So these theories came from many routes, one of the prominent influential model theory is the protection motivation theory. I just simplified all of them in a concise manner so that you can get an idea how this our reasoning process in brain various disciplines, various theories and models describe. Well they vary from each other there are more variables, but that was the concise one.

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PMT Introduction

- Communication Theory
- To better understand the specific cognitive process underlying how fear appeals motivate people to change their behavior.
- Perceived threat + Cognitive processes.
 - Analysis of rewards and costs for engaging in either a **maladaptive behavior** or **adaptive response**.
- Designing messages for health awareness campaigns that utilize fear as a motivator for positive behavior.
 - Ex: Antismoking advertisements. .



This one the PMT model, that came from the communications theory to better understand the specific cognitive process underlying how fear appeals motivate people to change their behaviour.

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History of PMT

- Fear Prior
 - Fear was an emotional trigger for trial-and-error type responses in an attempt to escape the experience of fear.
- Dr. R. W. Rogers in 1975
 - to explain the cognitive effects of fear appeals.
- Lazarus & Leventhal
 - Fear triggers an automatic appraisal.
 - Differ in Sensitivity & Vulnerability, Interactions & Reactions.
 - Danger Control & Fear Control
 - 1st three factors of PMT: Threat Severity, Threat Vulnerability, & Response Efficacy
- PMT known as today
 - Include self efficacy and emphasize cognitive processes, which motivates either adaptive or maladaptive behavioral responses.

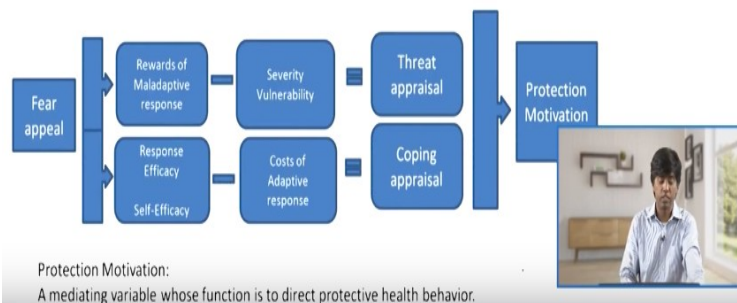


And so it was the Rogers the R.W. Rogers in 1975 started to develop this one and also then it was later on revised by other colleagues of Rogers.

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Components of PMT

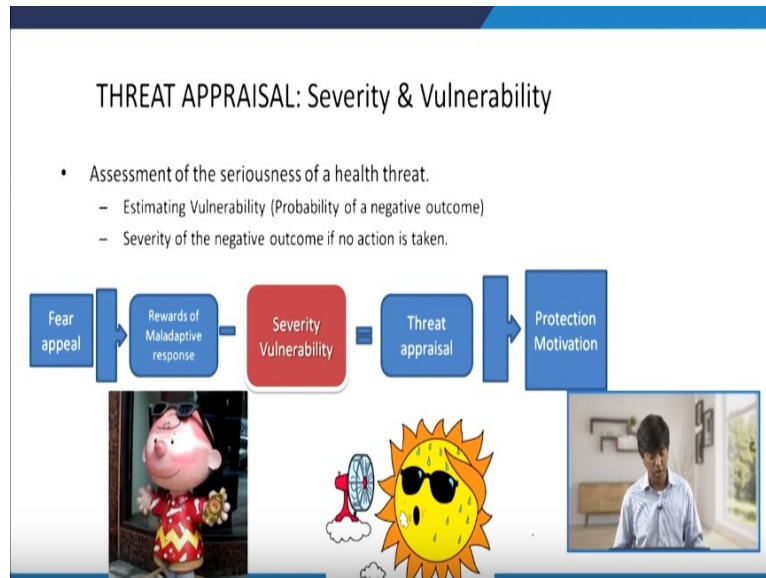
The Threat Appraisal & the Coping Appraisal are in close proximity to Protection Motivation



So here is the component of PMT of protection motivation theory. One is the fear appeal that is if you are doing some maladaptive behaviour okay like you are smoking, if you are throwing your garbage on a gutter and then what is the impact of this okay and which creates a threat appraisal and the response efficacy and self-efficacy is that if I am asking you to do something some to install to adopt some preventive measures okay.

Like if I ask you to buy a rainwater harvesting tank or buy a flood insurance what are the cost of that one and what would be the return of that one and whether you have this capacity or not financial capacity, physical capacity and minus the cost of adaptive responses okay and which is actually the coping appraisal for the protection motivation theory.

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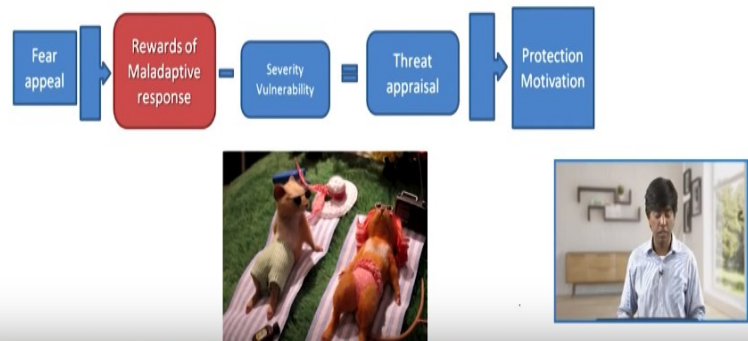
So fear appeal, the fears of maladaptive response okay like if you are smoking that may gives you some pleasure and then severity it can also have some kind of vulnerability making you more vulnerable, or maybe if you are throwing garbage, maybe you do not need to go to distance place you can just do it at your close to your house. But also it is actually choking your drain and gutter.

So this plus-minus actually coming to threat appraisal and then it is increasing your protection motivation.

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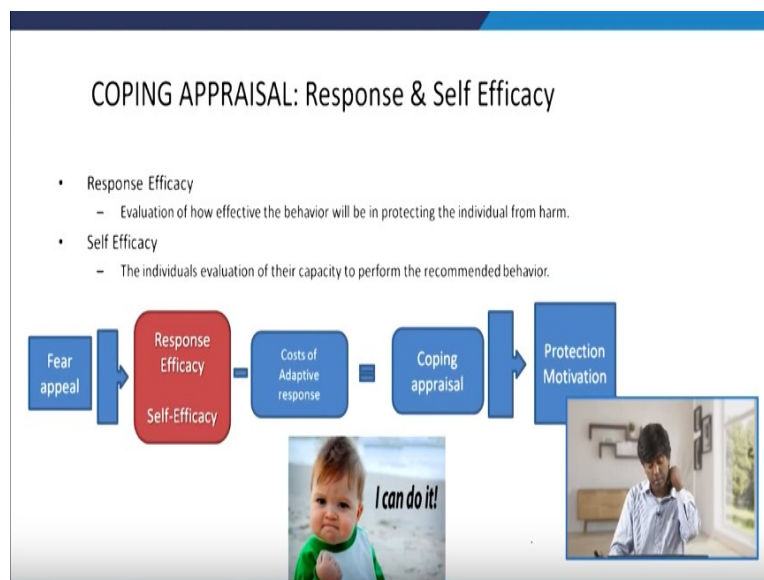
THREAT APPRAISAL: Rewards

- Rewards are positive consequences for a maladaptive behavioral response.



But when the rewards are high for let us say for smoking or maladaptive response or throwing garbage in a drain and the consequence is lesser then you are not motivated to do it.

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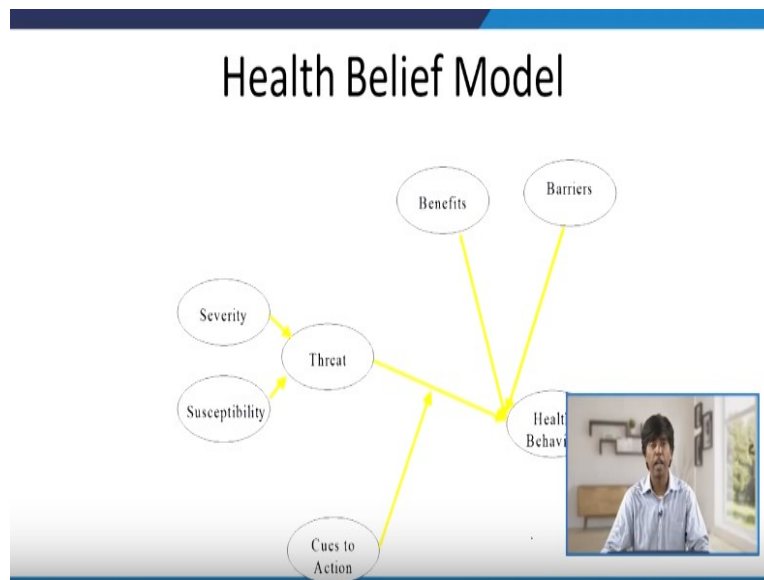


Similarly, response efficacy and self-efficacy like response is the evaluation of how effective the behaviour will be in protecting the individual from harm and the self-efficacy is the individual evaluation of their capacity to perform the recommended behaviour. So if I found that these technologies really work and I can do it is very effective. It has lot of merit, and I have this confidence.

Then I also check what are the financial costs and other costs so plus/minus would decide my coping appraisal and I go for protection motivations. So it has been applied in various health sectors and also in recently in disaster risk management. Also we have another models like health belief models, they have various kind of components like threat which has two components severity and susceptibility.

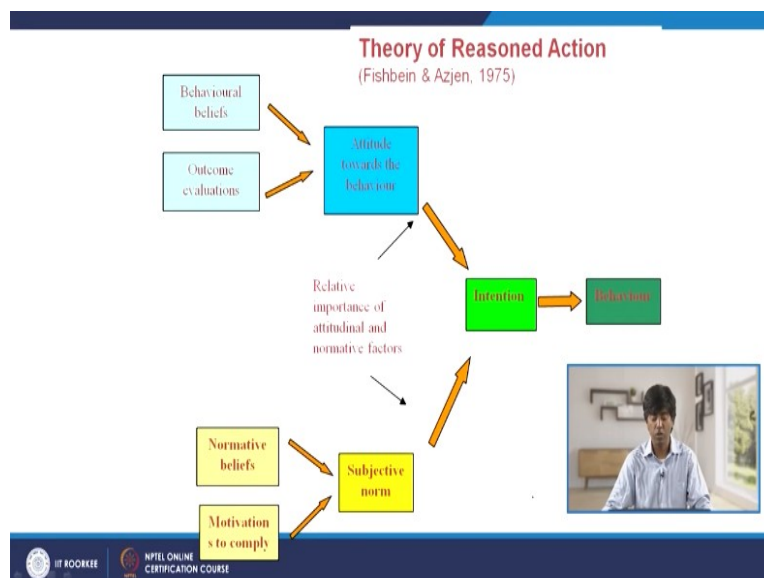
And then the benefits and barriers of adopting something which is cues of actions.

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That leads to health behaviour.

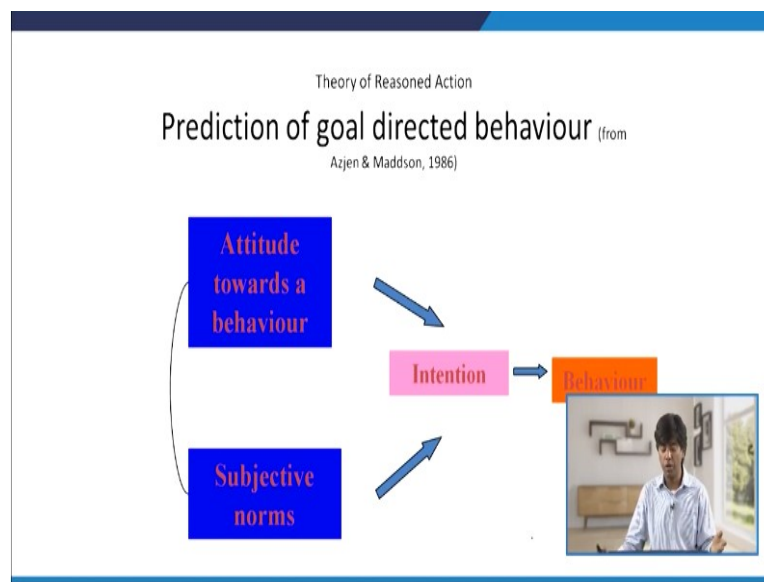
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Or theory of reasoned actions developed by Fishbein and Azjen in 1975. They have also similar stories like protection motivations like what are the behavioural beliefs what I believe about and about the fear and what are the outcomes of the protection motivations that leads to kind of attitude whether I should do it or not. But this is also influenced by what other people think my society thinks, my friends thinks right.

So now normative beliefs and motivation to comply and the subjective norms okay rules and regulations that leads to intention and eventually the behaviour.

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Also we have prediction of goal directed behaviours, theory of predictions. So this is the diagram you can see and so this is just a glimpse to give you not to narrate everything. But I hope I gave a more comprehensive overview through this cartoon on installing rainwater harvesting tank and that gives you much better idea about the overall picture of cognitive perspective of disaster preparedness.

Thank you very much.