

The University of Hong Kong
Department of Psychology

Departmental Seminar

Why Do We Not Do What We Are Supposed to Do?

***A Motivational and Social Cognitive Approach to Understand
Behavioural Intention and Adherence***

Date: January 23, 2015 (Friday)
Time: 11:30 a.m. – 12:30 p.m.
Venue: Room 813, 8/F, The Jockey Club Tower, Centennial Campus, HKU
Speaker: Dr. Derwin King Chun Chan
School of Psychology and Speech Pathology,
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In many social contexts like sport, workplace, clinic, and even in school, people are supposed to commit to certain behaviours to keep them in good shape. For example, students are supposed to do their homework after school, workers are supposed to follow health and safety guidelines, patients are supposed to adhere to prescribed treatment, and athletes are supposed to avoid using banned performance-enhancing substances. However, in many cases, people do not fully commit to the advised behaviours in the long-term, leading to negative consequences, such as unintended doping in sport, heightened risk of work-related injury, disease, or deficiency, extended length of recovery, and poor academic results. My research involves investigating the motivational and social cognitive factors that underpin human compliance to recommended actions, primarily in health and safety contexts, and how significant others from the social environment may influence and support preventive or rehabilitative behaviours. In this presentation, I will highlight my research about the motivational and decision-making factors associated with behavioural compliance in a number of contexts (e.g., anti-doping, injury prevention, myopia prevention).