

As promised – Sample Results Section for the Theory of Reasoned Action data (on course website)

A multiple regression was performed to examine the use of the theory of reasoned action to predict students' intentions to regularly attend college classes for the last one-third of an academic term. Behavioral intentions were significantly correlated with both subjective norm and attitude toward the behavior. Those individuals with more positive attitudes were more likely to attend all remaining classes ( $r=.59, p<.01$ ) and those more likely to perceive that others wished them to attend had greater intentions to attend classes ( $r=.33, p<.01$ ). The regression showed that attitudes and norms significantly predicted behavioral intentions,  $F(2,765)=236.06, p<.01$ , with these predictors accounting for 38% of the variance in intentions. The standardized regression coefficients showed that both Subjective Norms (Beta=.18,  $p<.01$ ) and Attitudes (Beta=.55,  $p<.01$ ) were significant independent predictors of Intentions, though Attitudes were weighted much more heavily. In short, the theory (i.e., attitudes and norms) strongly predicted behavioral intentions to attend college classes.