

Current models of HIV risk behavior address explicit attitudinal processes:

Theory of Reasoned Action, Theory of Planned Behavior
(attitudes & subjective norms--> intentions --> behavior)
(Fishbein & Middlestadt, 1989)

Information-Motivation-Behavioral Skills (IMB, Fisher & Fisher, 2000)

- belief based, intention-driven, changing psychological precursors to action (attitudes, norms, self-efficacy)—current models directly address explicit attitudinal processes whereas role of automatic affective processes are not yet explicated or measured:
 - E.g., role of automatically evoked + affect in psychological factors (“M” component)
 - Especially, impact of behavioral skills interventions on implicit attit.

Thus, need to look at neglected affective, implicit processes.

- HIV-related research has focused on relatively deliberative, planned processes in condom use.
- Yet, sexual behavior might often occur under circumstances that involve low motivation to process extensively, or low ability (drugs and alcohol use, sexual arousal, casual partner). We will focus on the latter: type of partner.

HYPOTHESES:

- Condom use under deliberative circumstances (student samples: with steady partner) will be adequately predicted by explicit attitude and intention measures.
- Condom use under more spontaneous circumstances (e.g., student samples: sex with casual partner) will be predicted by implicit attitude measures.

Measures: explicit: rating scales; implicit : speed to associate condoms with +/- affect (or self/not self)

Studies completed or underway:

- Study 1, undergraduates, one time point
(Marsh, Johnson, & Scott-Sheldon, 2001)
- Study 2, 6 week & 6 month longitudinal study, students (Marsh, Johnson, Scott-Sheldon, Smith-McLallen, under review)
- Pilot-testing measures in 30 individuals infected with HIV.

Ongoing:

- Study 3, longitudinal study in HIV + clients receiving a physician-delivered intervention (vs. control); urban community samples.
- Use in at risk community sample (counseling & testing sites in CT).

Typical implicit measures used

- Priming: assesses the extent to which condoms spontaneously evoke pleasant or unpleasant feelings. Condoms are primed, then pleasant or unpleasant images are viewed. Speed of responding to + vs. – images indicates implicit attitudes.
- IAT: assesses how easily one can pair condoms and positive vs. negative images, by having people categorize both simultaneously, using the same keys.

Priming Measure: priming trials

Participants are asked to ignore the first picture that flashes quickly, and categorize the second.

pleasant

unpleasant



e.g., typical priming trial:



315 ms

**BLACK
SCREEN:
100 ms**

**AFFECTIVELY
POSITIVE IMAGE**

or

**AFFECTIVELY
NEGATIVE IMAGE**

**Participant categorizes
last picture as:**

pleasant

z

unpleasant

m

(then blank for 1sec ITI)

Condom IAT:

For example, here is the PREVENTION
CONGRUENT combined block:

condom or
me

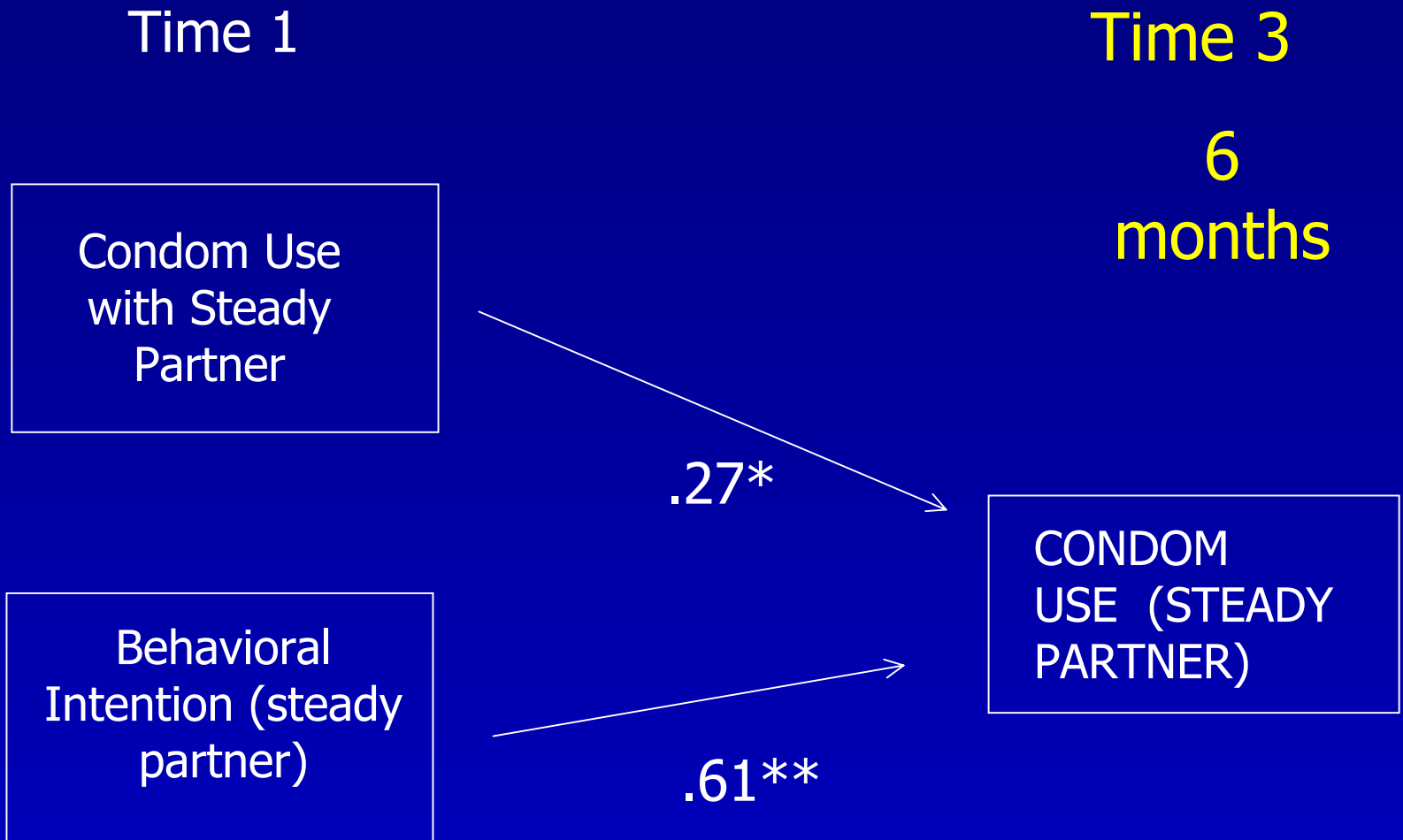


marker or
not me

Attitude (from priming):

- RT to categorize positive pictures after condom prime minus RT for positive pictures in baseline block. (+ facilitation)
- RT to categorize negative pictures after condom prime minus RT for negative pictures in baseline block. (- facilitation)
- ATTITUDE = positive - negative facilitation

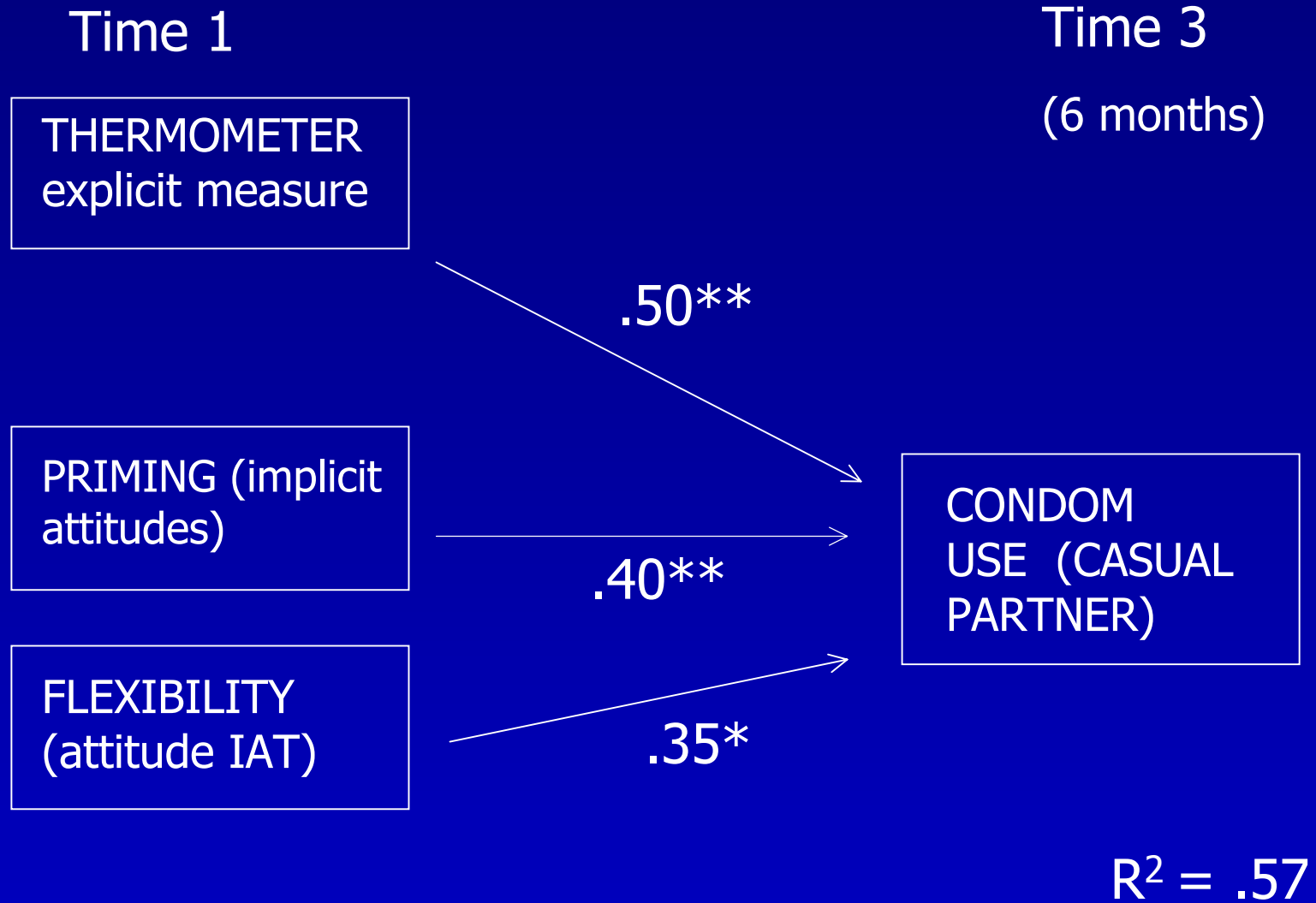
Results (example from first
longitudinal study....



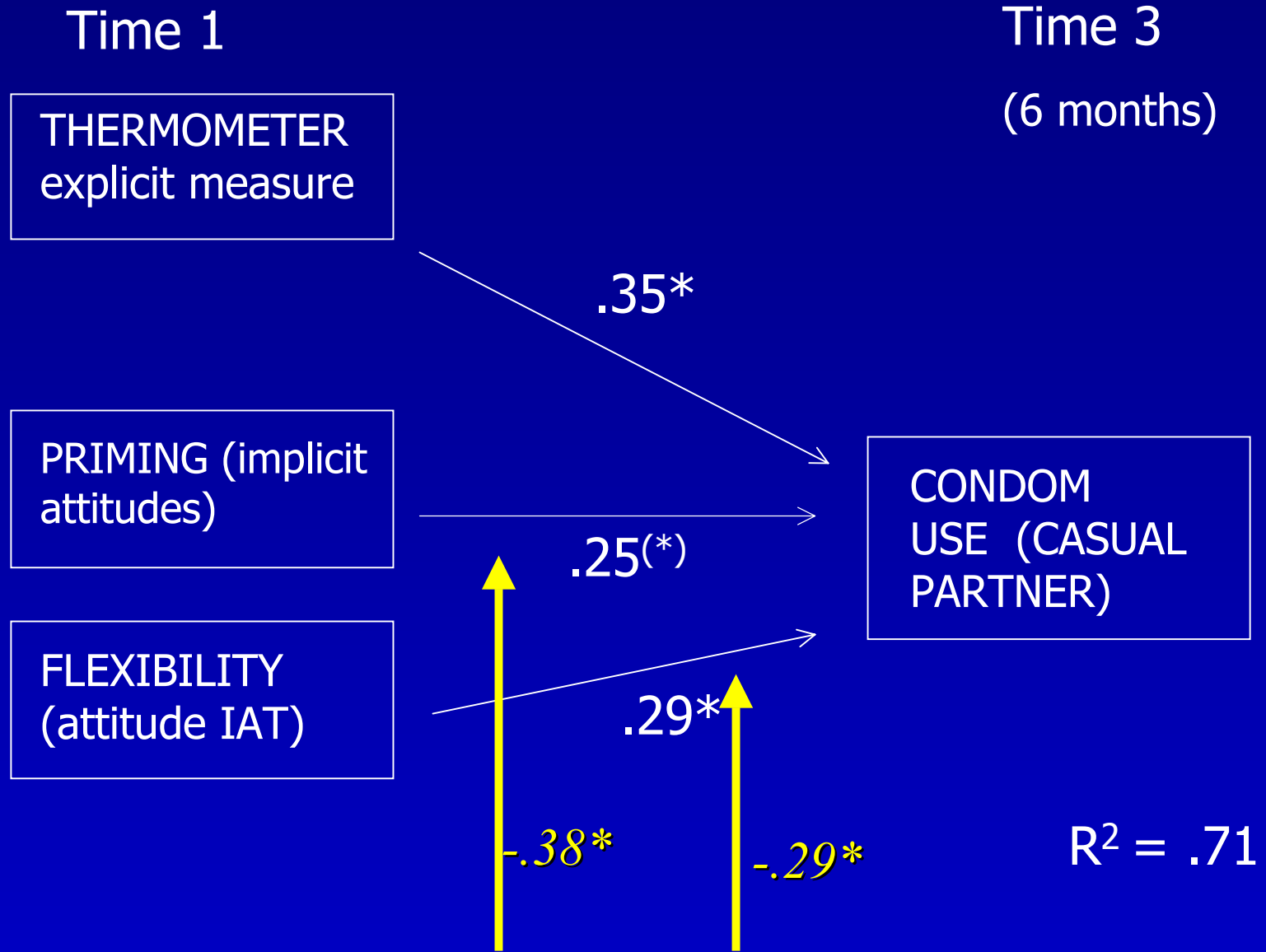
$R^2 = .64$

STEADY PARTNER CONDOM USE (n= 43)

EXPLICIT attitudes predicted behavior (mediated by intention); prior behavior also predicted

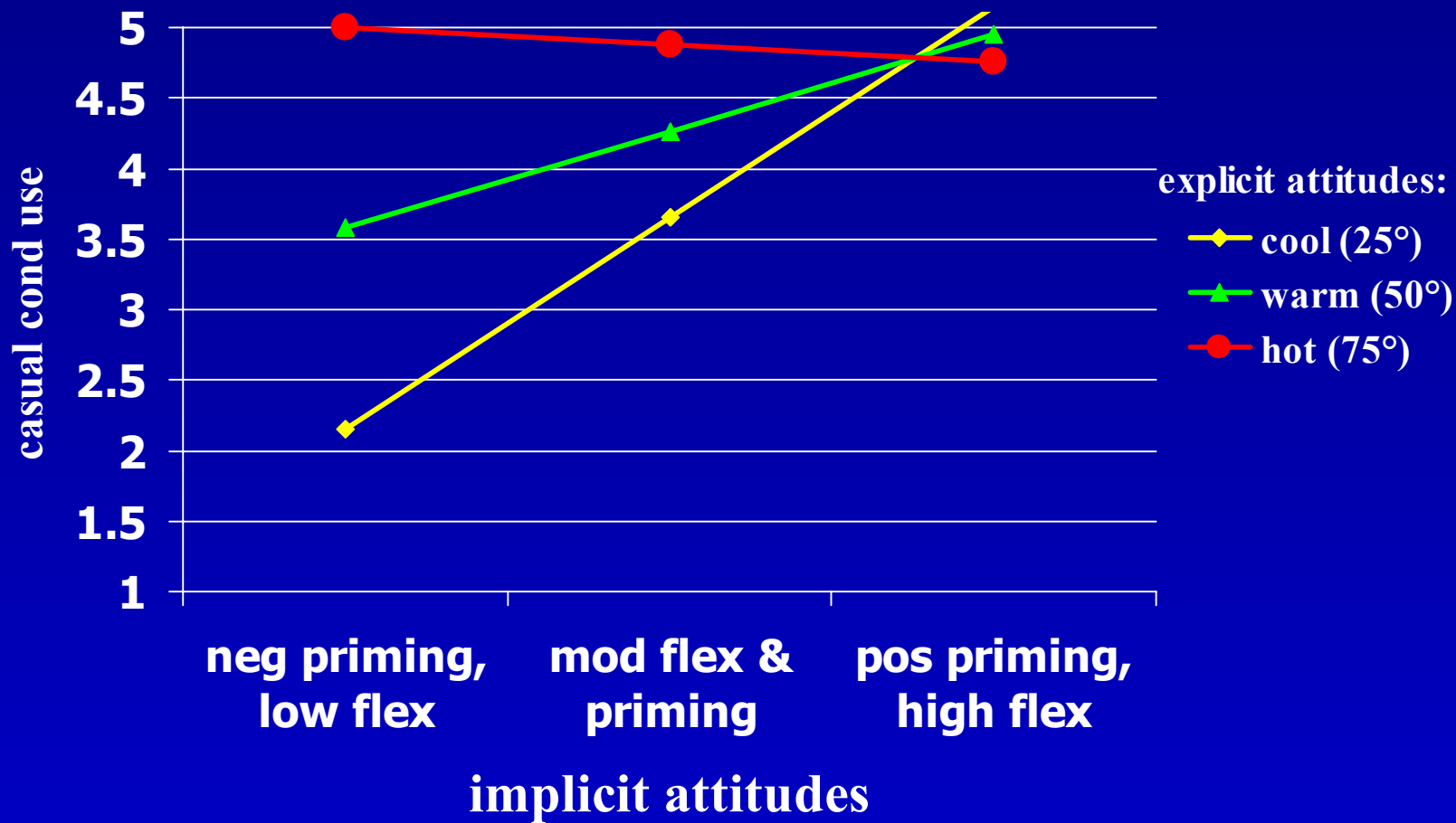


Condom use was predicted by IMPLICIT measures as well as explicit measures.



Moreover, the implicit x explicit interactions were signif...

The implicit x explicit interactions on casual condom use described....



RESULTS, summary:

- As expected, steady partner condom use was well-explained by prior explicit attitudes and intentions (both lags).
- Casual partner condom use was predicted by implicit and explicit measures

Preliminary results with HIV + sample

More positive attitudes (priming) at Time 1 predicted condom use during vaginal sex at Time 2:

- Steady partners: $r(41) = .41^{**}$
- HIV + partners: $r(20) = .37$
- HIV – partners: $r(18) = .54^*$
- All partners: $r(44) = .40^{**}$