ESSR Journal Club


1. Briefly describe what the authors’ state the difference is between “decisional intention” and “intention strength.” Do you think this is a coherent distinction? Why/why not?

2. When you use the word “intend” what do you usually mean by it? Is that more aligned with decisional intention or intention strength?

3. Come up with two items to measure decisional intention and two to measure intention strength for attending a weekly exercise class over one year.

4. Would you expect decisional intention or intention strength to better predict the outcome of number of weekly exercise classes attended over one year? Why?

5. Provide an example of a situation in which a person has a “high” decisional intention but a “low” intention strength.

6. Do you think a person’s decisional intention or intention strength would be more variable over time (i.e., change more day-to-day)? Why?

7. Which type of intention (decisional intention or intention strength) do you think would be easier to change with an intervention? Why?

8. Are there different strategies you would use to intervene with decisional intention and intention strength? What are they?