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# A Model of Behavioral Self-Regulation: Translating Intention into Action

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## Publisher Summary

This chapter describes the model of behavioral self-regulation. The notion that behavior-specifying information is coded in memory along with many interpretative schemas provides one simple way for behavioral goals to become salient in a given situation. The Self-Consciousness Scale was designed to tap the same psychological state as was produced by self-awareness manipulations. Providing for the existence of behavioral goals and standards and their activation in a given situation constitutes the first step in a model of self-regulation. There are two prominent approaches for self-regulatory phenomena. They are the self-efficacy theory and attributional versions of helplessness theory. The chapter outlines some of the past studies that substantiate different aspects of these theories. Some portions of relatively recent work to which the theory had led are described in the chapter. In describing the model of behavioral self-regulation, the general utility of the control-theoretic ideas is described in the chapter.



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