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Women in Science & Engineering Leadership Institute
University of Wisconsin-Madison

Assessing “Readiness to Embrace Diversity”: An Application of the Trans-Theoretical Model of Behavioral Change

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Transtheoretical Model/Stages of Change

- Prochaska and DeClemente, 1983
- Developed for health risk behaviors (especially smoking)
- Incorporates several theories of behavioral change
- Individuals go through 5 stages before new behavior is adopted



Transtheoretical Model/Stages of Change

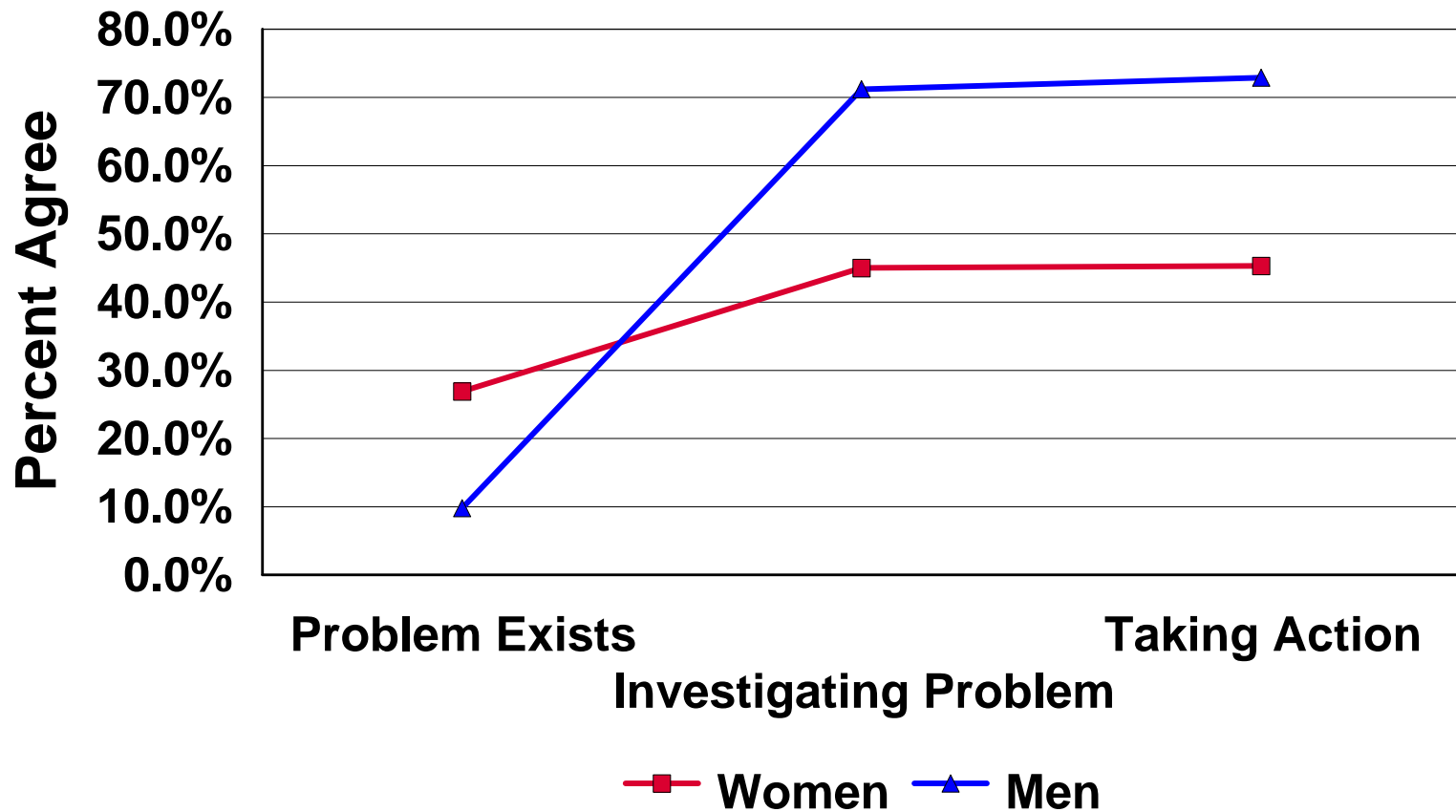
- **Stage 1: Precontemplation**
 - Unaware that a problem exists
- **Stage 2: Contemplation**
 - Aware that a problem exists and thinking about making a behavioral change in the future
- **Stage 3: Preparation**
 - Feeling confident that making a change is possible and planning to make such a change in the immediate future
- **Stage 4: Action**
 - Making a change
- **Stage 5: Maintenance**
 - Continuing to engage in the new, desirable behavior and avoiding relapse



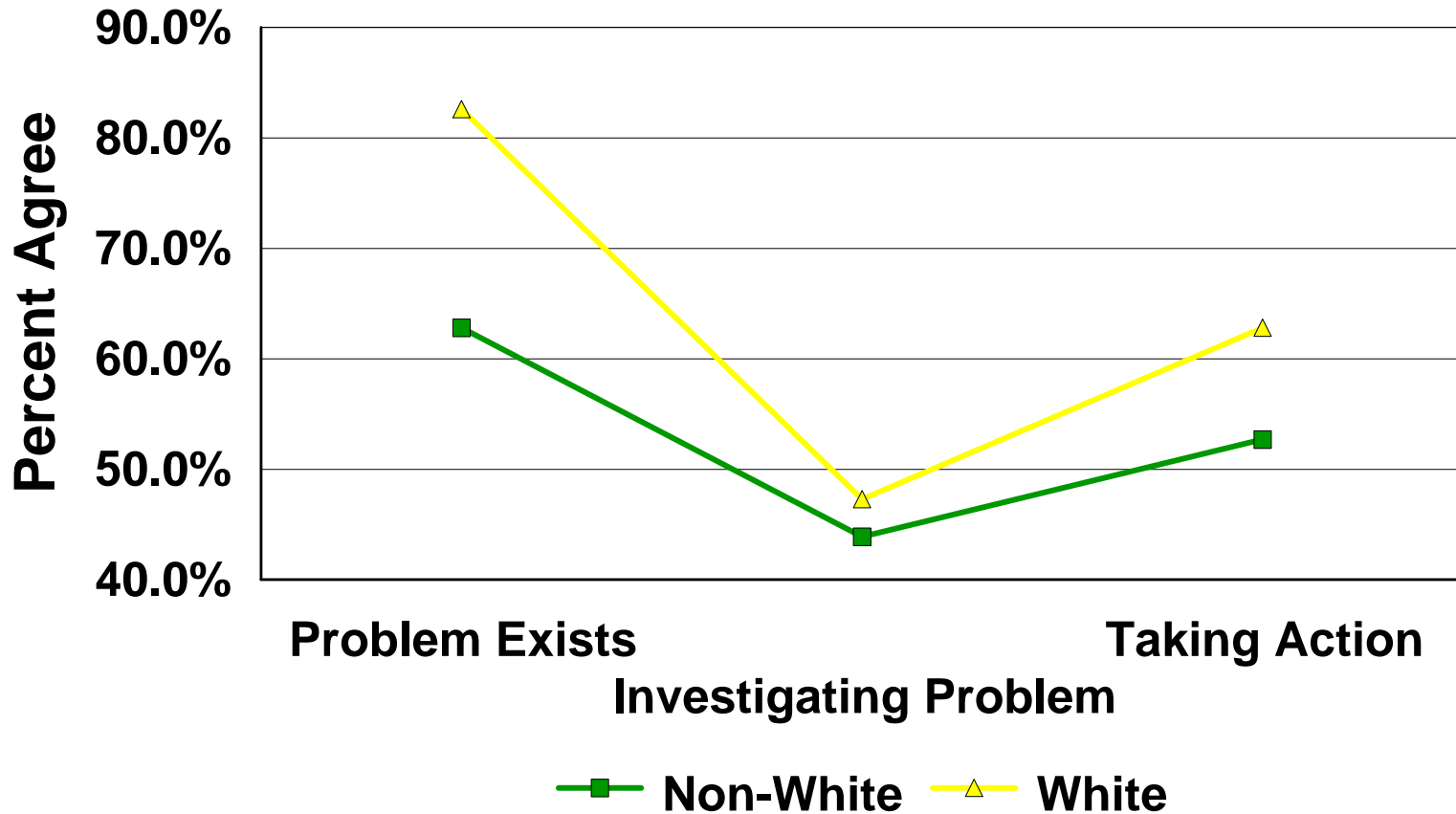
Study of Faculty Worklife at the University of Wisconsin-Madison

- Instrument developed from interview data collected in 2002 from women faculty and academic staff in Biological & Physical sciences
- Intended for Biological & Physical Sciences faculty; extended to all faculty by the Office of the Provost
- First wave mailed February, 2003; in field until May, 2003
- Overall response rate of 60.3% (N=1340)

Percent Agreement with Department's Efforts Regarding Climate for Women Faculty



Percent Agreement with Department's Efforts Regarding Recruitment of Faculty of Color





Conclusions

- More individuals are at the “preparation” and “action” stages than are at the “contemplation” stage
 - Interpretation: Faculty are being pushed to make changes before they recognize the problem?



Future work

- Distribution of department-level responses
 - Developed algorithm to place departments into the stages, based upon:
 - Aggregated responses of faculty
 - External measure of departmental conditions (e.g., % women/minority faculty, climate measures)
- Multivariate analyses
 - Use departmental stage of change as independent variable in multivariate models
 - Assess change over time with follow-up survey in 2006

“As with smoking, the goal is to change social norms so that reinforcement for the desired behavior surrounds us and undesirable behavior, whether it be smoking or relapse of an institution to a majority-only faculty, becomes socially unacceptable.”

Carnes et al., 2003



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