SOCIAL & BIOPHYSICAL ENVIRONMENT

INDIVIDUAL

**Perceived behavioral options**

Intentions based on utility of imperfectly understood set of options

**Selection**

One-year Optimization among behaviors which do not incite PA

**State**

*Figure 3 - MoHuB Framework – Integrative Agent-Centered Framework. Perception is equivalent to TPB. Selection occurs from among the perceived behavioral options according to a one-year optimization of utility. Behavioral Intention (BI) and Habit Consistency (HC) make up the optimization formula, and any action that does not initiate physiological arousal is permitted. This selection translates to behavior. Adapted from Schlüter et al., 2017.*

**Goal:** Best “consequences”

**Knowledge:** Roles, norms, history

**Values:** scalars

**Assets:** Same as TPB

**BI**

**Perception**

Network’s outcomes, attitudes

**HC**