SOCIAL & BIOPHYSICAL ENVIRONMENT

INDIVIDUAL

**Perceived behavioral options**

Intentions based on utility of imperfectly understood set of options

**Selection**

One-year Optimization among behaviors which comply with ABC

**State**

*Figure 2 - MoHuB Framework – Theory of Planned Behavior. Each individual perceives their network’s attitudes, in addition to all of the economic information known to a boundedly rational agent. Their perceptions inform their state through their knowledge of markets and norms, and they are used to update agents’ own attitudes. Selection occurs from among the perceived behavioral options according to a one-year maximization of utility. Utility is calculated as a composition of Attitude Consistency (AC), Subjective Norm Compliance (SNC), and Perceived Behavioral Control (PBC), and actions are further regulated as feasible or infeasible through a check of Actual Behavioral Control (defined as compliance with a maximum allowable loss). This selection is then translated to behavior. Adapted from Schlüter et al., 2017.*

**Goal:** Maximize utility

**Knowledge:** Attitudes, norms

**Values:** scalars

**Assets:** Same as BRA + social net.

**AC**

**SNC**

**PBC**

**Perception**

Economics, Network’s outcomes