# Article information:

The behaviour change wheel: A new method for characterising and designing behaviour change interventions | Implementation Science | Full Text  
<https://implementationscience.biomedcentral.com/articles/10.1186/1748-5908-6-42?report=reader>

# Article summary:

1. Behaviour change interventions are fundamental to the effective practice of clinical medicine and public health, but there is a lack of systematic methods for characterizing interventions and linking them to an analysis of the targeted behaviour.

2. Existing frameworks for classifying behaviour change interventions are not comprehensive or conceptually coherent, and often do not cover the full range of possible influences on behaviour.

3. A proposed solution is the "behaviour change wheel" (BCW), which includes a "behaviour system" at its hub involving three essential conditions: capability, opportunity, and motivation (COM-B system), encircled by intervention functions and policy categories. The BCW was used reliably to characterize interventions in tobacco control and obesity reduction. Further research is needed to establish how far the BCW can lead to more efficient design of effective interventions.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "The behaviour change wheel: A new method for characterising and designing behaviour change interventions" by Michie et al. presents a critical analysis of existing frameworks for behavior change interventions and proposes a new framework called the Behavior Change Wheel (BCW). The authors argue that existing frameworks lack comprehensiveness, coherence, and a clear link to an overarching model of behavior. They propose the BCW as a more comprehensive and coherent framework that can be used to design effective interventions.

The article is well-written and provides a thorough analysis of existing frameworks for behavior change interventions. The authors provide evidence to support their claims about the limitations of existing frameworks, such as MINDSPACE and EPOC's taxonomy. They also provide a detailed description of the BCW, which includes a "behavior system" at its core, surrounded by nine intervention functions and seven policy categories.

However, there are some potential biases in the article that should be noted. Firstly, the authors are all affiliated with academic institutions in the UK, which may limit the generalizability of their findings to other contexts. Additionally, while they provide evidence to support their claims about the limitations of existing frameworks, they do not provide evidence to support their claims about the effectiveness of the BCW in practice.

Furthermore, while the authors acknowledge that there are many examples of successful interventions, they focus primarily on examples where interventions have failed or been ineffective. This may create a biased view of behavior change interventions as being difficult or ineffective.

Finally, while the authors note that research is needed to establish how far the BCW can lead to more efficient design of effective interventions, they do not explore potential counterarguments or limitations of this approach. For example, it is possible that some types of behavior change may require more complex or nuanced approaches than those provided by the BCW.

Overall, while this article provides valuable insights into existing frameworks for behavior change interventions and proposes a promising new framework, it is important to consider potential biases and limitations in the authors' arguments. Further research is needed to establish the effectiveness of the BCW in practice and to explore potential counterarguments or limitations of this approach.

# Topics for further research:

* Effectiveness of the Behavior Change Wheel in practice
* Limitations of the Behavior Change Wheel approach
* Successful behavior change interventions using other frameworks
* Cultural and contextual factors in behavior change interventions
* Role of technology in behavior change interventions
* Ethical considerations in designing behavior change interventions

# Report location:

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