

# Factors Influencing Decision-Making

Our **personal values** influence how we think, act and make decisions. They shape who we are and what we do. Personal and social factors shape our personal values. **Personal factors** are internal and include our perceptions, feelings, emotions, beliefs, knowledge, opinions, values, and personal experiences. **Social factors** are external and include influences in our environment, such as family, peer groups, school, role models, and media. These factors influence our decisions which lead to healthy or unhealthy behaviors.



## MEDIA

Media such as music, television, movies, social media, the internet, celebrities, and advertisements influence our decision-making. Media influences our decisions to engage in healthy or unhealthy behaviours.

## SCHOOL AND COMMUNITY

Our personal values and the decisions we make are influenced by our community and school. This may include our neighbours, members of the community, teachers, community and school groups, volunteer groups, community, and school programs.

## FAMILY

Our personal values and the decisions we make are influenced by our parents and caregivers, siblings, and other family members who may be our mentors and role models. Our family culture- our beliefs, traditions and values, influence our perceptions and attitudes.

## PEER GROUPS

Peers may influence, motivate, or persuade us to make decisions to engage in healthy or unhealthy behaviours. The desire to be included, to fit in, to be accepted, and to belong, may influence the decisions we make.

## KNOWLEDGE AND EXPERIENCES

Having correct and current information from trusted sources may influence healthy decision-making. A lack of information or misinformation may influence decisions which can result in harmful behaviours. Sometimes our experiences and curiosity may also influence the decisions we make.

## SELF-CONCEPT

Self-concept is how we see ourselves and how we think others see us. Self-esteem is how we value ourselves and how much we like ourselves. Healthy self-esteem helps us make decisions that lead to healthy behaviours. Our feelings and emotions influence our decisions leading to healthy or unhealthy behaviours.