

Factors Influencing Decision-Making

Our personal values shape how we think, act, and make decisions. They are influenced by both personal factors, like our feelings, beliefs, and experiences, and social factors, such as family, friends, school, and media. These influences guide our choices and can lead to healthy or unhealthy behaviors.



MEDIA



Media, including platforms like social media, the internet, phones, and television can influence our decision-making through exposure to music, movies, celebrities, and advertisements. Media can influence our decisions to engage in healthy or unhealthy behaviours.



SCHOOL & COMMUNITY



Our school and community, including neighbours, teachers, cultural and religious groups, extracurricular programs, and sports teams influence our personal values and decisions.

FAMILY

Our personal values and decisions are influenced by parents, caregivers, siblings, and other family members who serve as mentors and role models. Our family culture, including our beliefs, traditions, and values, shapes 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 & EXPERIENCES

Having accurate and current information from trusted sources can influence healthy decision-making. Alternatively, misinformation or lack of information can lead to decisions that result in harmful behaviours. Our experiences and curiosity also play a role in shaping the decisions we make.



SELF-CONCEPT

Self-concept is our self-perception and how we think others see us. Self-esteem, a part of self-concept, is how positively we view ourselves. Healthy self-esteem encourages decisions that promote healthy behaviors. Our emotions also influence our decisions, affecting whether our behaviors are healthy or unhealthy.



Learn more about self-concept:
decyde.ca/educational-materials/#mental-health