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# Present information from credible influence BCT

Behaviour Change Intervention Ontology (BCIO)

## Source

*[Behaviour Change Intervention Ontology \(BCIO\)](#)*

**Definition:** An awareness of other people's thoughts, feelings and actions BCT that presents information from a credible person or organisation to influence the behaviour.

**Comment:** Code this BCT if influence generally agreed on as credible e.g., health professionals, celebrities or words used to indicate expertise or leader in field and if the communication has the aim of persuading

*This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciosearch.org/>). Comments and suggestions for improvements are welcome using the Qeios review system.*

*Definitions imported from the Behaviour Change Intervention Ontology (BCIO) are what are known as 'ontological definitions'. See this article in Qeios for an explanation <https://www.qeios.com/read/YGIF9B>.*

*Ontological definitions can sometimes be hard to read. In those cases we also include an informal definition.*

*Definitions also often require elaboration to make it clear how they should be used and what they include. In those cases we include a comment.*

*Also, definitions sometimes require an explanation as to how they came about to help users understand how they relate to alternative definitions. In those cases we include a curator note.*