

Social Cognitive Theory

Inquiry Questions:

1. What determines your identity?
2. Is violence a learned behavior?
3. How does culture influence health behavior?

Training with Rewards and Punishments

Early psychology believed we learned through process of conditioning with good behaviors reinforced and bad behaviors punished.



Observational Learning

Psychologists realize we also learn from watching others.





Socialization



The process of becoming a member of a social group

Primary socialization- when a infant child learns basic rules and norms of living in his group

Secondary socialization- takes place afterwards and builds upon primary socialization

Multiple Forms of Socialization

Gender socialization- children learn attitudes and behaviors considered appropriate for their gender

Cultural socialization- children are taught about their racial, cultural or ethnic heritage



“Big Daddy” clip



- How does the boy learn undesirable behaviors (1st half of the video)?
 - How does the boy learn desirable behaviors (2nd half of the video)?
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- Do you think this video is realistic in showing how kids learn?
 - What lessons or insights about human learning can be seen from this video?

Albert Bandura

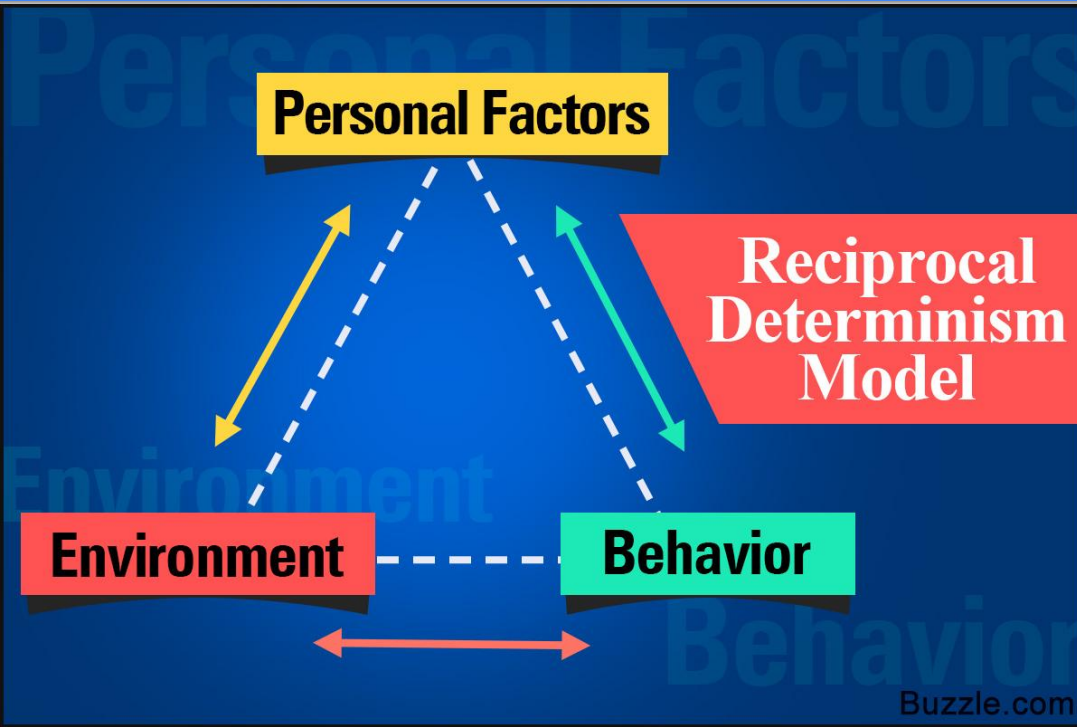
Stanford University, California

Developed **social cognitive theory**

We learn **directly** (performing an action or behavior and experiencing consequence) and **indirectly** (observing the consequences of another's actions)



Triadic Reciprocal Determinism



Mutual interrelatedness

Personal- internal abilities (cognitive, emotional, etc)

Environment- external spaces, law, objects

Behavior- actions and decisions

Triadic Reciprocal Determinism

Example:

In a bad mood - Affects those around you - Treat you differently
Reinforces your bad mood

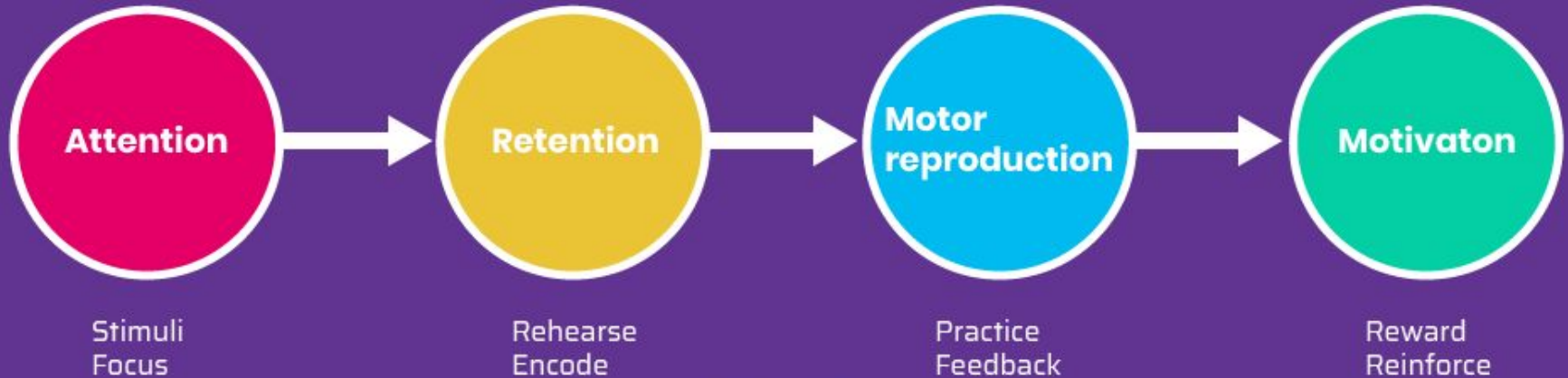


Bandura's Bobo Doll Experiment



4 Aspects of Social Learning

Social Learning Theory





**PAY
ATTENTION**

1. Attention



**PAY
ATTENTION**

Exposure is not enough for learning

Observer must recognize specific behavior to focus attention

Without attention, observers will not learn

Social cohesion increases likelihood of attention (observers are less likely to pay attention to those they don't know)

2. Retention

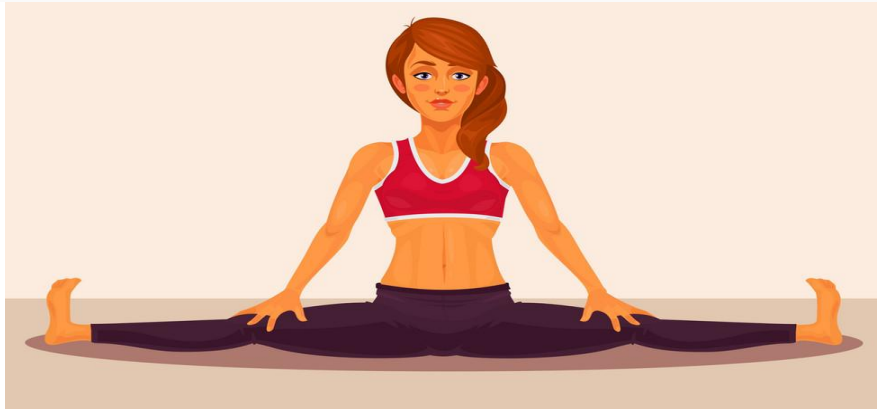
Observers have to remember what behavior was observed



3. Reproduction

Self-efficacy; the belief that you are able to accomplish a task

Less likely to exhibit particular behavior if you do not believe that you are capable



4. Motivation

Reinforcement; rewards or punishments for exhibiting a particular behavior

Reward- increases chance



Punishment- decreases chance



Bobo Doll Experiment vs. Real World

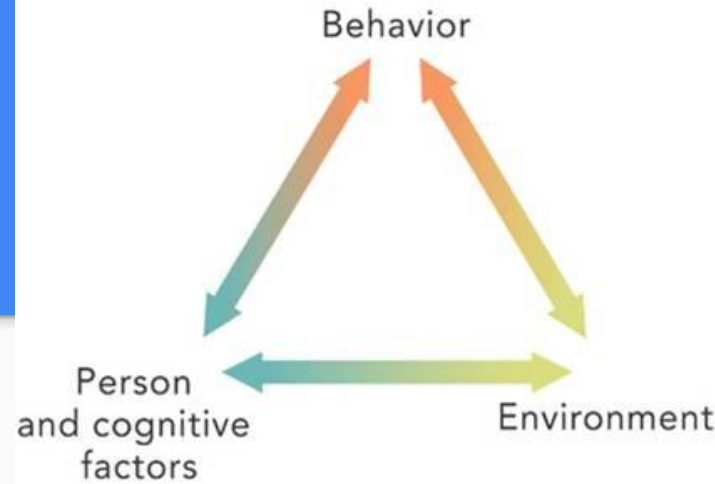


Mihalic & Elliott- M/F children who endured violence exhibited higher rates of marital violence as adults

Perry & Rasmussen- “aggressive children” more confident that aggressive behaviors produce rewards

Sheridan et al.- Skillstream program teaches prosocial skills in classroom, showed significant progress on those skills

Exit Cartoon



Create your own example of a situation showing reciprocal determinism in the form of a cartoon strip. Make each image part of a timeline of an event where behavior, personal characteristics and environment are interacting with, and influencing each other. Try to be original but realistic.