
LEARNING GUIDE

**BANDURA'S SOCIAL
COGNITIVE THEORY:
AN INTRODUCTION**

With

ALBERT BANDURA, Ph.D.

(38 minutes)



DAVIDSON *films*

Expanding the Mind's Eye since 1955

735 Tank Farm Road Suite 210 San Luis Obispo CA 93401
Tel: 805.594.0422 Fax: 805.594.0532
dfi@davidsonfilms.com www.davidsonfilms.com

BANDURA'S SOCIAL COGNITIVE THEORY: AN INTRODUCTION

with Albert Bandura, Ph.D.

Treading new ground in the field of social psychology, Albert Bandura's work has become basic to an understanding of how social forces influence individuals, small groups and large groups. From his early Bobo doll experiments through his work with phobias, to his recent work on self-efficacy, Bandura has given us a sense of how people actively use modeling to shape their own lives and those of others.

Utilizing archival materials and newly shot visuals, students will be introduced to the vocabulary and innovative methods of this influential thinker. Dr. Bandura himself narrates this video endowing it with his compelling presentation style and intellectual authority.

INTRODUCTION

- Humans are adaptive and creative.
- Human life has evolved more from social interactions than biological selection.

TRIADIC MODEL OF RECIPROCAL CAUSATION

- The psycho-analytic model downplays environmental factors.
- The behaviorist model downplays personal factors.
- The Triadic Model proposes that there is an interplay between personal, behavioral and environmental factors.
- In the Triadic Model, people are producers of their environment, not just products of it.

FORTUITY

- Dr. Bandura uses examples from his own life to illustrate the role of chance in shaping life courses.
- Pasteur, “Chance favors only the prepared mind.”

MODELING AND OBSERVATIONAL LEARNING

- Four processes to Observational Learning
 - **Attention:** People have to pay attention to the modeled event.
 - **Symbolic representation:** People have to conceptualize the action.
 - **Transformation into action:** People then have to act on their conception.
 - **Motivational incentive:** People have to have a reason for action.
- Bobo doll experiment
 - Children adopted aggressive styles of behavior towards an inflated doll after observing an adult being hostile towards it.
 - Showed that observing aggression was not cathartic.
 - Bolstered the argument that much of aggressive behavior is learned.
- Social dramas are being used to model positive behaviors throughout the world.
- Snake phobia therapy
 - Therapist models coping strategies
 - Client is enabled to make small steps towards confronting fears.

EFFICACY

- Definition of self-efficacy: “**A person’s belief in their ability to produce desired results by their own actions.**”
- Four ways of developing a strong sense of efficacy:
 - **Mastery:** People achieve goals. Overcoming or managing failures is an important part of this.
 - **Social Modeling:** People see others like themselves being successful.
 - **Social Persuasion:** People are persuaded by others that they can succeed and given experiences that build their abilities and confidence.
 - **Physical and emotional states:** People learn to accurately read their own physical and emotional states.

- Four results of efficacy beliefs:
 - **Cognitive:** Efficacy beliefs influence whether people think optimistically or pessimistically.
 - **Motivational:** Efficacy beliefs affect the challenges people commit to.
 - **Emotional:** Efficacy beliefs affect how people cope with stress and depression.
 - **Decisional:** Efficacy beliefs affect choices people make.

MORAL DISENGAGEMENT

- Humans are self-regulators.
- Self-regulation in moral conduct involves doing things that bring self satisfaction and a sense of self worth.
- People can do terrible things by disengaging their moral self sanctions.
 - Seeing destructive acts as serving higher purposes as in war.
 - Shifting responsibility to others, “Just following orders.”
 - Ignoring or minimizing harm to victims.
 - Dehumanizing victims
- People have a biological potential for aggression. Ideology and not biology determines whether they resort to it.
 - Amish have a culture that is peaceable.
 - Sweden had a violent culture but disavowed war.

RELATED VIDEOS

Also Available from Davidson Films

MORALITY: JUDGMENTS AND ACTION (2002) 31 minutes

This is one of nine films in the Davidson Films “Giants” series. The other titles in this series are:

ERIK H. ERIKSON: A LIFE’S WORK (1991) 38 minutes

PIAGET’S DEVELOPMENTAL THEORY: AN OVERVIEW (1989) 25 minutes

VYGOTSKY’S DEVELOPMENTAL THEORY: AN INTRODUCTION (1994) 28 minutes

JOHN DEWEY: AN INTRODUCTION TO HIS LIFE AND WORK (2001) 40 minutes

B.F. SKINNER: A FRESH APPRAISAL (2000) 41 minutes

MARY AINSWORTH: ATTACHMENT AND THE GROWTH OF LOVE (2005) 38 minutes

MARIA MONTESSORI: HER LIFE AND LEGACY (2004) 35 minutes

JOHN BOWLBY: ATTACHMENT THEORY ACROSS GENERATIONS (2007) 40 minutes

