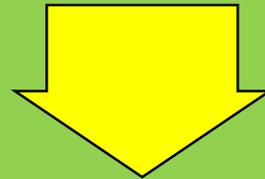


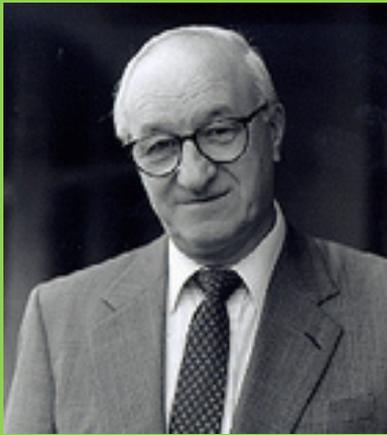
# Social-Cognitive Perspective

Behavior learned through  
conditioning & observation



What we think about our situation  
affects our behavior

*Interaction* of  
Environment & Intellect



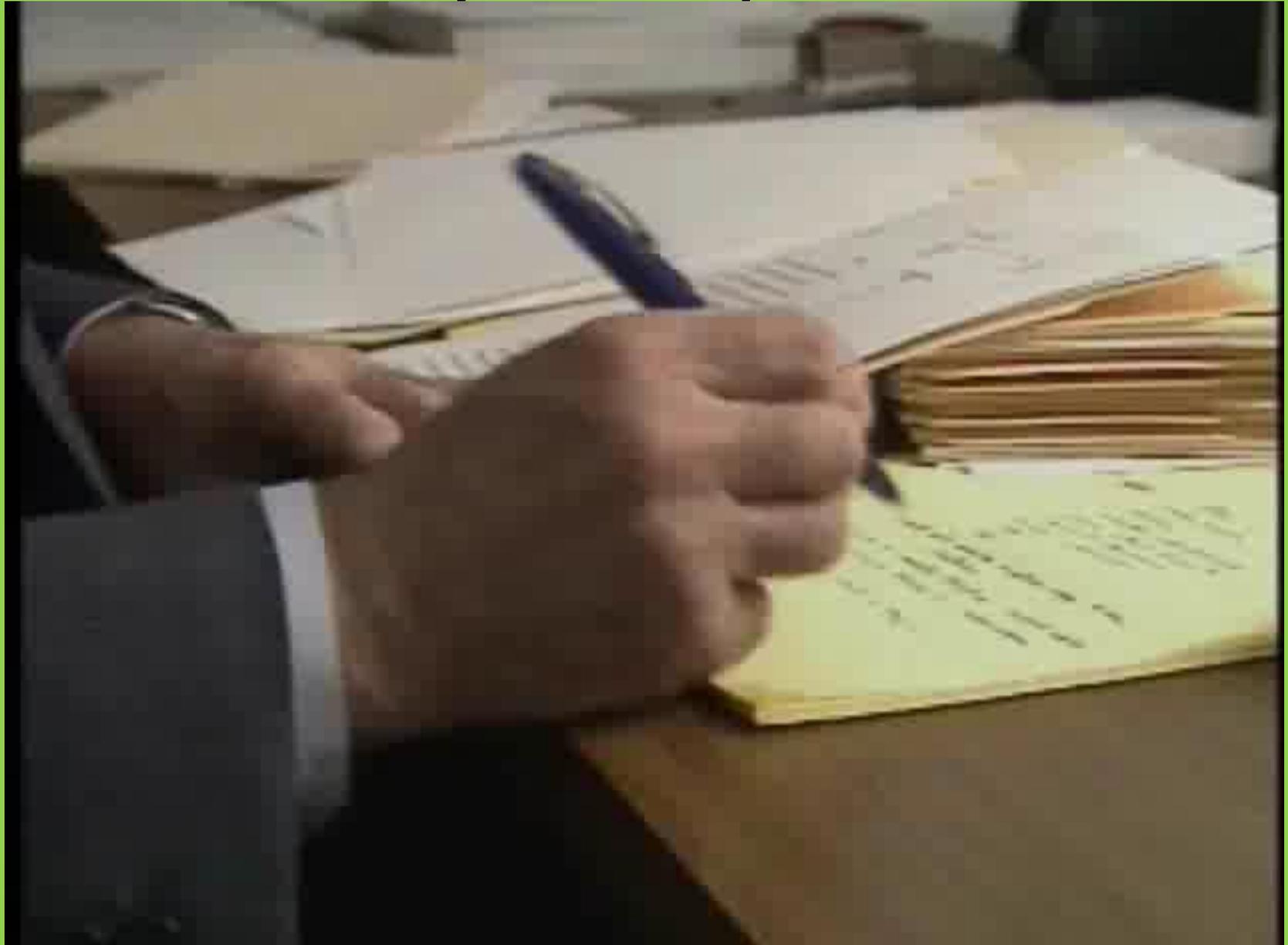
# Bandura is back!!!



Albert "Bobo" Bandura

- **Self-Efficacy** is our belief in our ability to succeed in specific situations.
- center Bandura's social cognitive theory, which emphasizes the role of observational learning and social experience in the development of personality.
- people with high self-efficacy are more likely to view difficult tasks as something to be mastered rather than something to be avoided

# Self Efficacy - the power of belief



# Social-Cognitive Theories: Bandura's Key Terms

- **Collective-Efficacy** a perception that with collaborative effort, our group will obtain its desired outcome.
- Recent studies suggest that the effectiveness is related to culture.

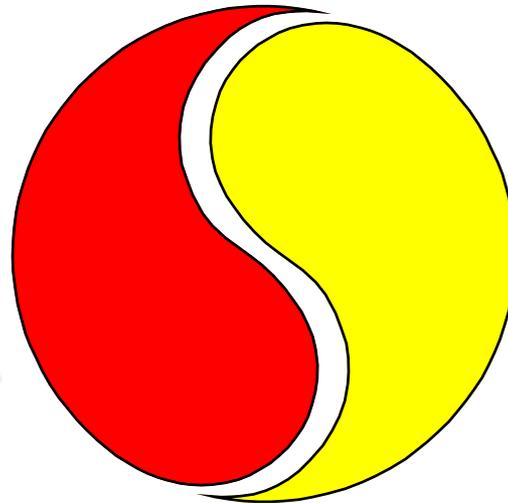
# Reciprocal Determinism

**Reciprocal:**  
a back and forth influence,  
with no primary  
cause.

**Personal/  
Cognitive  
Factors**

The TV you watch,  
friends you hang  
with, music you  
listen to were all  
chosen by you  
(your disposition)  
➤ But after you  
choose the  
environment, it  
also shapes you.

**Environment  
Factors**



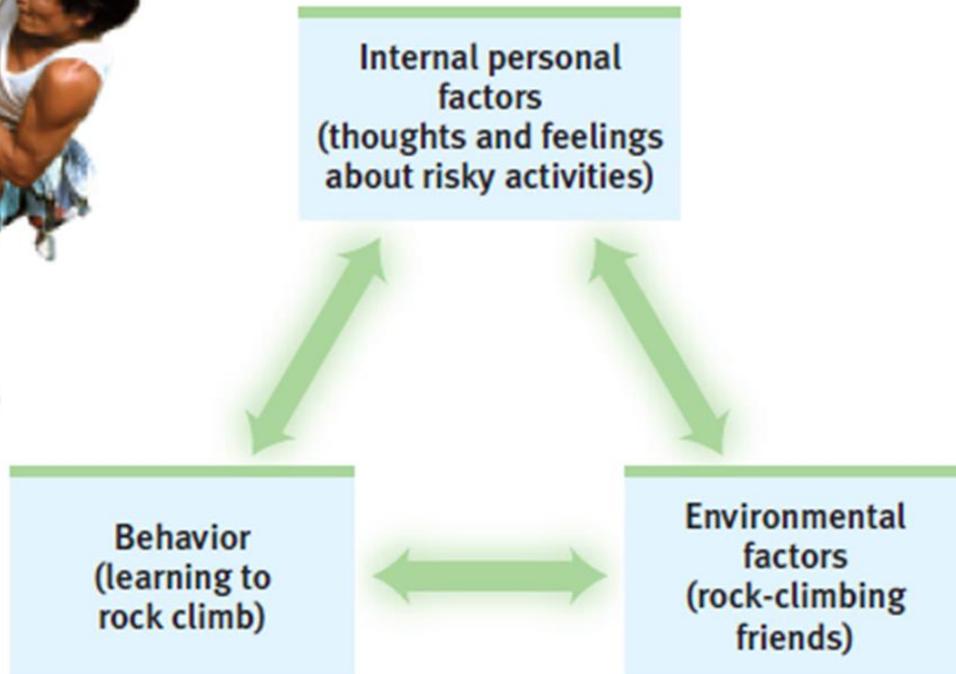
**Behavior**

**Internal World + External World = Us**

# Reciprocal Influences

the interacting influences between personality and environmental factors.

**Example:** a tendency to enjoy risky behavior affects choice of friends, who in turn may encourage rock climbing, which may lead to identifying with the activity.



# Individuals & Environments

Specific ways in which individuals and environments interact

Different people choose different environments.

The college you attend and the music you listen to are partly based on your dispositions.

Our personalities shape how we react to events.

Anxious people react to situations differently than calm people.

Our personalities shape situations to which we react.

How we view and treat people influences how they treat us.

# Personal Control

Social-cognitive psychologists emphasize our sense of **personal control**, whether we control the environment or the environment controls us.

Reverse answers for numbers 3,6,7,8 and 10. Then get the total for all 10 items.

# Learned Helplessness vs. Personal Control

Experiment by  
Martin Seligman:  
Give a dog no  
chance of escape  
from repeated  
shocks.

Result: It will give  
up on trying to  
escape pain, even  
when it later has  
the option to do so.

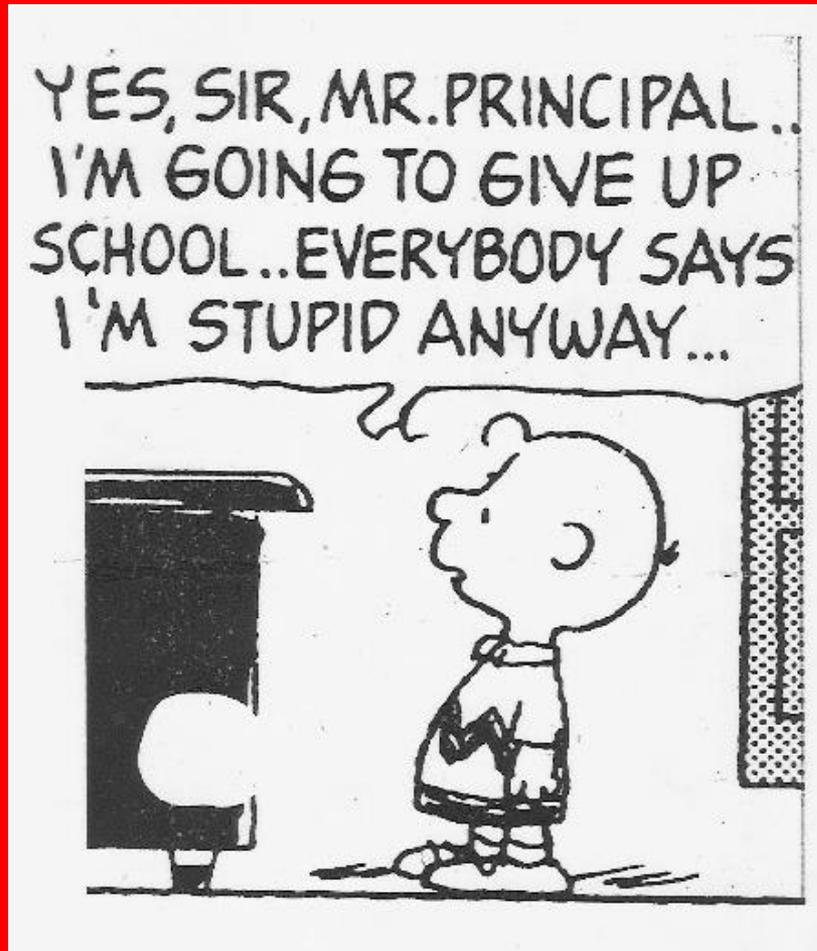
**Learned  
Helplessness:**  
*Declining to help  
oneself after  
repeated attempts  
to do so have  
failed.*

Normally, most creatures  
try to escape or end a  
painful situation. But  
experience can make us  
lose hope.

**Personal Control:**  
When people are  
given some choices  
(not too many), they  
thrive

# Learned Helplessness

Accepting a painful fate without attempting to remove yourself from the unpleasant situation.



# Outcomes of Personal Control

## Learned Helplessness

Uncontrollable  
bad events



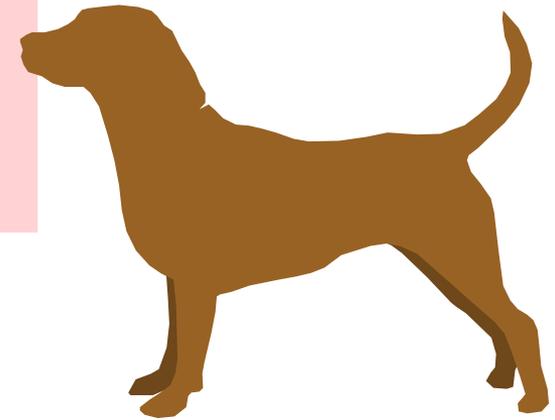
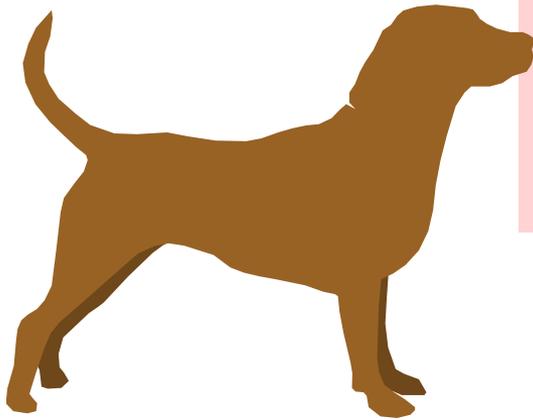
Perceived  
lack of control



Generalized  
helpless behavior

### Important Issue

- Nursing Homes
- Prisons
- Colleges



# Self-Control: Resource, Skill, Trait

- The ability to control impulses and delay gratification, sometimes called "willpower"
- This is a finite resource, an expenditure of brain energy, which is replenished but can be depleted short-term: People asked to resist eating cookies later gave up sooner on a tedious task
- With practice, we can improve our self-control
- There seem to be individual differences in this trait in childhood
- The Marshmallow study: Kids who resisted the temptation to eat marshmallows later had more success in school and socially

# External vs. Internal Locus of Control – *Julion Rotter*

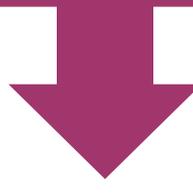
**Locus of control:** Our perception of where the seat of power over our lives is located.

**Internal locus of control:** we feel that we are in charge of ourselves and our circumstances.



Too much internal locus of control: We blame ourselves for bad events, or have the illusion that we have the power to prevent bad events.

**External locus of control:** we picture that a force outside of ourselves controls our fate.



Too much external locus of control: We lose initiative, lose motivation to achieve, have more anxiety about what might happen to us, don't bother developing willpower

## Tyranny of Choice

- Primarily in Western cultures
- Problem of decreasing satisfaction, increased depression and sometimes paralysis
- Represents an information overload and a greater likelihood that we feel regret over some of the unchosen options.

## The Hurt Locker



# Attributional Style – Are you an optimist or a pessimist?

An optimistic or pessimistic **attributional style** is your way of explaining positive or negative events.

*A negative attributional style* attribute their poor performance to their lack of ability. "I can't do this".

They may also attribute it to situations beyond their control. "There is nothing I can do about it."

# Assessing Behavior in Situations

Social-cognitive psychologists observe people in realistic and simulated situations because they find that it is the best way to predict the behavior of others in similar situations.

But...

Critics say that social-cognitive psychologists pay a lot of attention to the situation and pay less attention to the individual, his unconscious mind, his emotions, and his genetics.

# The Why of How We Decide

