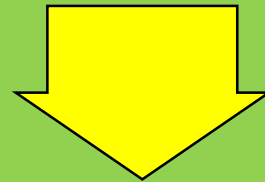


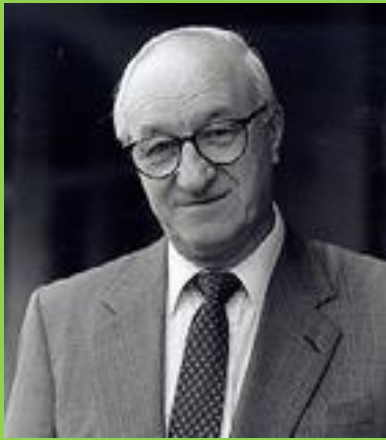
Social-Cognitive Perspective

Behavior learned through
conditioning & observation



What we think about our situation
affects our behavior

Interaction of
Environment & Intellect



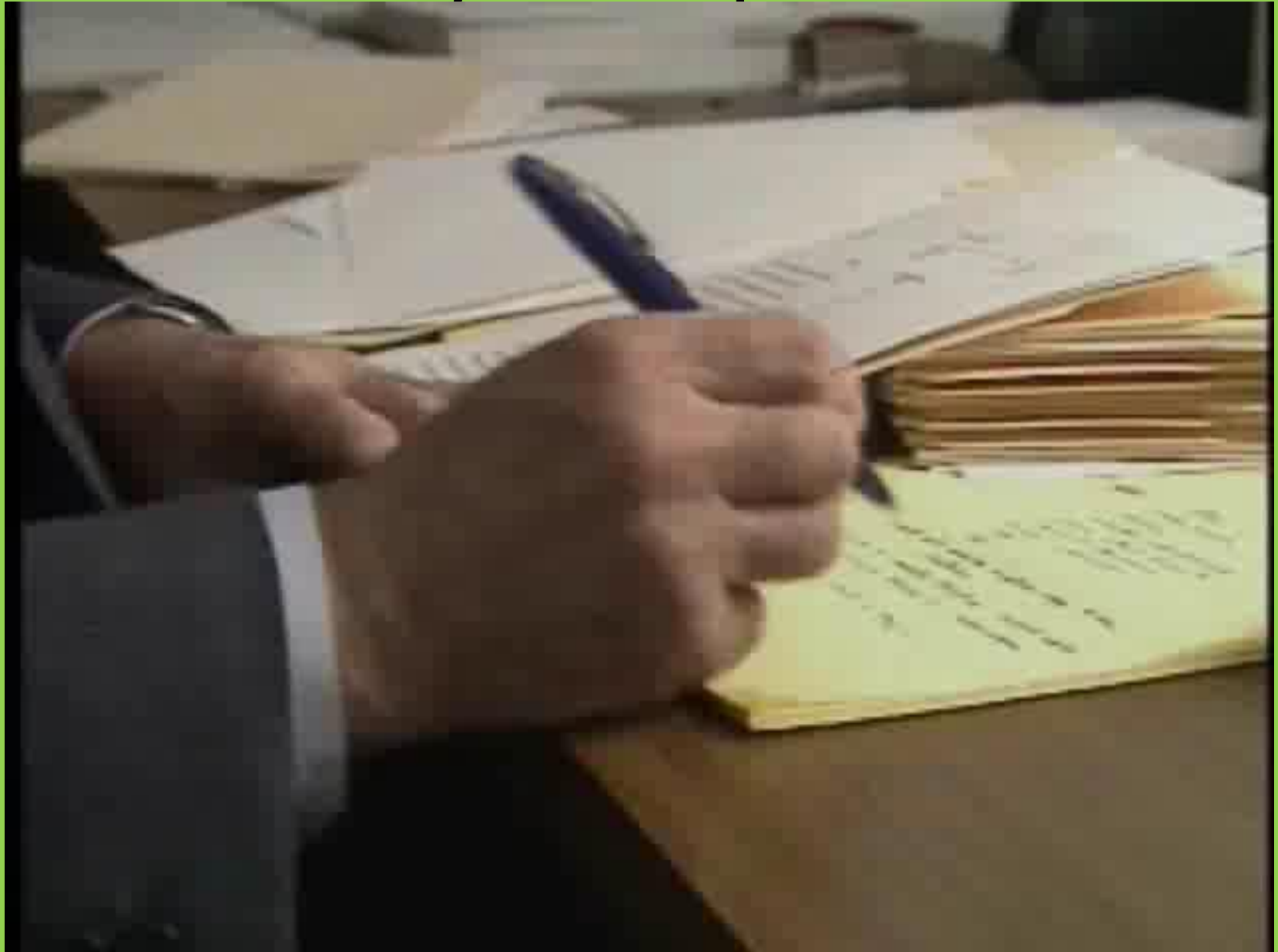
Bandura is back!!!



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.

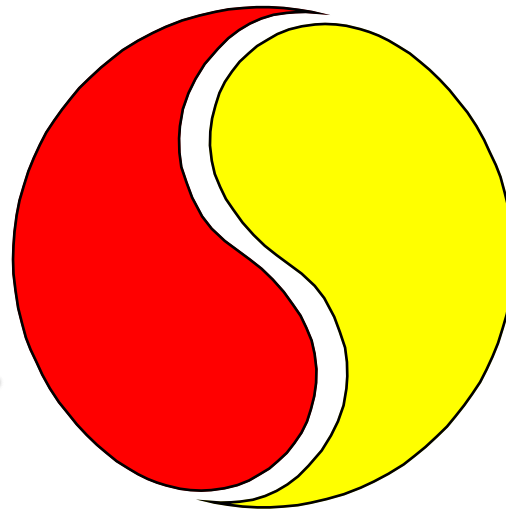
Reciprocal Determinism

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**



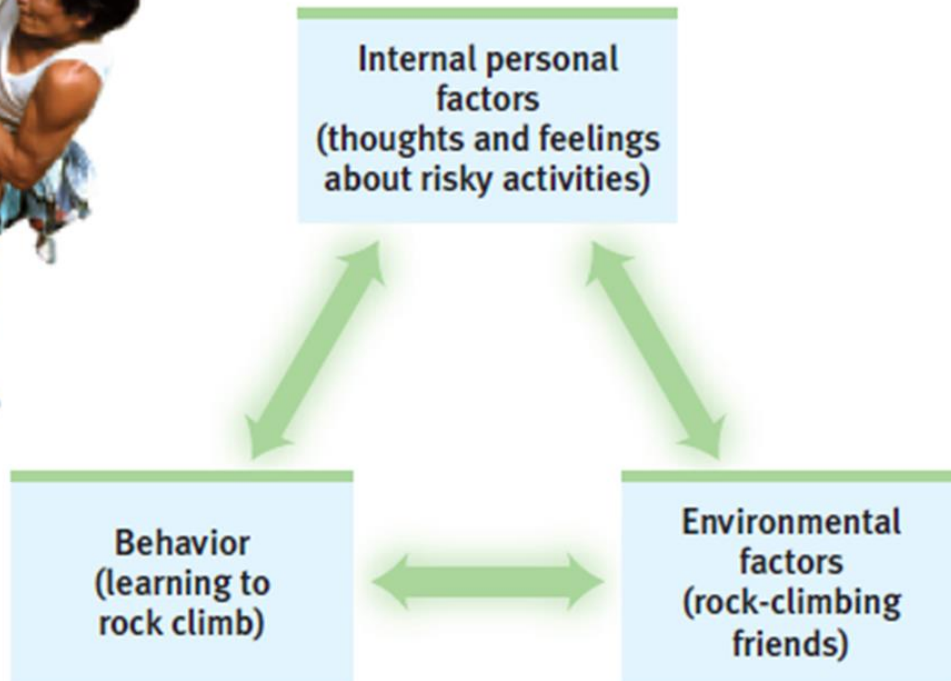
Behavior

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.

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

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.

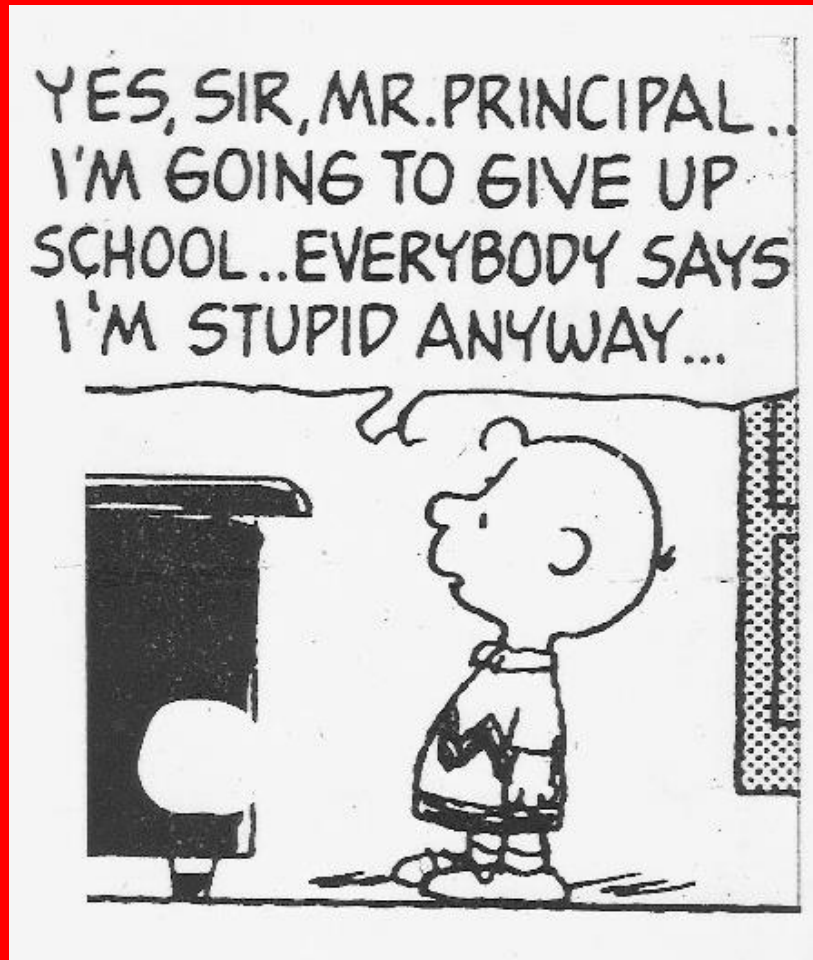
**Learned
Helplessness:**
*Declining to help
oneself after
repeated attempts
to do so have
failed.*

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

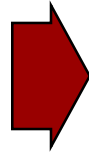
Accepting a painful fate without attempting to remove yourself from the unpleasant situation.



Outcomes of Personal Control

Learned Helplessness

Uncontrollable
bad events



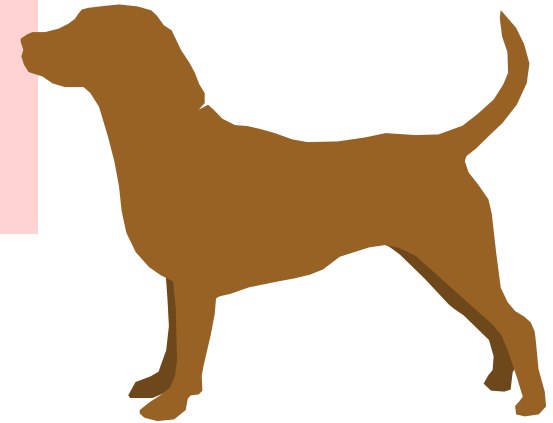
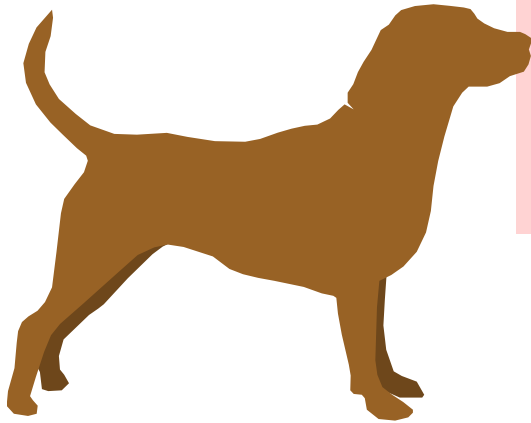
Perceived
lack of control



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

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



| Personality Theory | Key Proponents | Assumptions | View of Personality | Personality Assessment Methods |
|-------------------------|---------------------------------|---|--|---|
| <i>Psychoanalytic</i> | Freud | Emotional disorders spring from unconscious dynamics, such as unresolved sexual and other childhood conflicts, and fixation at various developmental stages. Defense mechanisms fend off anxiety. | Personality consists of pleasure-seeking impulses (the id), a reality-oriented executive (the ego), and an internalized set of ideals (the superego). | Free association, projective tests, dream analysis |
| <i>Psychodynamic</i> | Adler, Horney, Jung | The unconscious and conscious minds interact. Childhood experiences and defense mechanisms are important. | The dynamic interplay of conscious and unconscious motives and conflicts shape our personality. | Projective tests, therapy sessions |
| <i>Humanistic</i> | Rogers, Maslow | Rather than examining the struggles of sick people, it's better to focus on the ways healthy people strive for self-realization. | If our basic human needs are met, people will strive toward self-actualization. In a climate of unconditional positive regard, we can develop self-awareness and a more realistic and positive self-concept. | Questionnaires, therapy sessions |
| <i>Trait</i> | Allport, Eysenck, McCrae, Costa | We have certain stable and enduring characteristics, influenced by genetic predispositions. | Scientific study of traits has isolated important dimensions of personality, such as the Big Five traits (stability, extraversion, openness, agreeableness, and conscientiousness). | Personality inventories |
| <i>Social-Cognitive</i> | Bandura | Our traits and the social context interact to produce our behaviors. | Conditioning and observational learning interact with cognition to create behavior patterns. | Our behavior in one situation is best predicted by considering our past behavior in similar situations. |