Social Cognitive Theory

Slide 1	Welcome to an introduction to social cognitive theory. This was a major innovation in the development of learning theories as it introduced the concept of reciprocal influences among variables identified by other theorists. My name is Bill Huitt and I am Professor Emeritus at Valdosta State University and Adjunct Professor at Capella University. The presentation is narrated by Geoff Huitt who is helping me produce these videos.
Slide 2	Remember that in the early 20th century, American psychology was dominated by the behavioral theories of
Slide 3	John Watson,
Slide 4	Edward Thorndike, and
Slide 5	B. F. Skinner. These theorists focused on how external stimuli were directly connected to overt behavior.
Slide 6	However, by the middle of the 20th century, the humanistic theories of
Slide 7	Abraham Maslow,
Slide 8	Carl Rogers, and
Slide 9	Eric Fromm came to be a Third Force in psychology with a focus on human agency and various self views.
Slide 10	Additionally, the cognitive theories of
Slide 11	George Miller,
Slide 12	Benjamin Bloom, and

Slide 13	Ulrich Neisser also became important with a focus on the structure and function of cognitive processes.
Slide 14	Albert Bandura then introduced his version of social learning theory
Slide 15	In which models in the environment were
Slide 16	observed and remembered; this was considered cognitive information processing.
Slide 17	The observed behavior was then reproduced
Slide 18	and environmental consequences were administered to change the future frequency of the reproduced behavior. This was considered operant conditioning.
Slide 19	Bandura worked within this paradigm for several decades and then developed a new theory which he labeled Social Cognitive Theory. There were several major innovations in this theory.
Slide 20	First was the concept of triadic reciprocal relationships. Previous theories hypothesized a one-way relationship of influence.
Slide 21	For example, operant conditioning and social learning theory showed that environmental consequences impacted behavior;
Slide 22	while the cognitive information processing researchers showed that thinking impacted behavior.
Slide 23	Both the psychodynamic theorists and those working within a Piagetian paradigm showed that biology impacted thinking

Slide 24	while the humanists showed that affect and emotions impacted thinking and behavior.
Slide 25	And Bandura's previously developed social learning theory showed that observing models impacted thinking.
Slide 26	This concept of one-way influences was replaced with the concept of
Slide 27	reciprocal relationships where each influenced, and were influenced by, the other two. For example, the personal characteristics related to thinking not only influenced one's behavior but one's behavior also influenced personal characteristics such as one's self-efficacy beliefs
Slide 28	In addition, Bandura expanded his view of important Learner Characteristics.
Slide 29	He emphasized the development of agency and self-regulation
Slide 30	and contributed to the self-views work of the humanists with his concept of self-efficacy which he defined as the cognitive belief that an individual can perform a specific task such as writing a paragraph or solving a two-digit addition problem that involves carrying.
Slide 31	Bandura also expanded the view of important characteristics to include empathy, spirituality, and personality.
Slide 32	Additionally, Bandura expanded his view of important aspects of the environment to include
Slide 33	organizations, and
Slide 34	culture. He was thereby able to incorporate the perspectives of other social psychologists, sociologists, and anthropologists.

Slide 35	Social Cognitive Theory therefore considers aspects of
Slide 36	biology such as proposed by Piaget's theory on cognitive development and the work of neuroscientists on brain structure and functinoning;
Slide 37	the importance of affect and emotions as identified by the humanists and positive psychologists;
Slide 38	the work of cognitive information processing researchers in the area of cognition and memory;
Slide 39	his own work in social learning theory;
Slide 40	Vygotsky's sociohistorical theory and the importance of the social and cultural environment within which the learner is embedded;
Slide 41	Bronfenbrenner's work on the ecology of human development as well as the impact of culture and social institutions such as family, community, institutions, and global trends;
Slide 42	and how individual and group behavior can impact the environment.
Slide 43	And as important his influence has been on the questions to be asked and the factors to be studied, he has continued the focus on verifying theories and hypotheses with empirical results that was emphasized by behaviorists and cognitive theorists who came before him.
Slide 44	In short, Albert Bandura is one of the most influential psychologists in the history of psychology and has had a tremendous influence in educational psychology, especially in the development of a new paradigm within which to engage in research and practice. His website provides access to much of his writings as well as links to videos and books that explain his work.

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