

Cognitive theory

Psychology



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In this paper it will show that social cognitive theory is my main focus from a wide range of theories outlined in the course syllabus. The theory was proposed by Miller and Dollard in 1941. The theory was later expanding by Walters and Bandura with the principles in observational learning as well as vicarious reinforcement. Bandura also provided the concept of self efficacy in 1977, where he refuted the traditional learning theory for understanding learning. Some of the areas that the theory covers include health communication.

To start with the theory deals with cognitive and emotional aspects and aspects related to behavior of understanding behavioral change (Glanz, Rimer, & Lewis, 2002). To add on this the concepts of social cognitive theory provide ways for new behavioral research in health education. Finally the theory welcomes new ideas as far as psychology is concerned. Core assumptions and statements The social cognitive theory explains the way that people acquire some skills and how they maintain and keep the skills in certain behavioral patterns.

It is also important to note that they do with providing the basis for intervention (Bandura, 1997). Some of the factors to depend on when evaluating the behavioral change include environmental factors in the environment, behavior, and people also present in the said environment. The social cognitive theory provides a framework were programs can be designed, implemented, and appraise.

When speaking of the environment it covers both the social and physical environments that can affect the behavior a person. Some of the social factors would include family members, colleagues, and friends. Some f the <https://assignbuster.com/cognitive-theory/>

physical ones will include the size of the room the temperature and such like things that will play a role in shaping the behavior of a person. Both the environment and the situation provide a good framework for understanding the behavior of a person (Glanz, Rimer, & Lewis, 2002). The situation refers to the mental and cognitive representations of the environment that may affect the behavior of a person. The situation is the perception of the place, activity or physical features. It is also important to indicate that the factors of environment, behavior, and people influence each other.

Behavior is not simply result of a person and the environment. The environment plays the role of providing the models of behavior. Concepts of cognitive theory The social cognitive theory is a view that people simply do not learn from environmental influences but often learn and behave because of his, or her own personal thoughts, feelings, motivation, and actions. Observing others, thinking about the consequences and setting performance goals are a just a few of the examples of the social cognitive theory.

This theory also can be split up into three different but equally valid components: observational learning, self-efficacy and self regulation. Observational learning is the process of learning through observing, imitating, and reflecting from the behavior of others. In most cases, observational learning occurs when someone examines the actions of another and reflects upon the person's consequences. According, to the consequences of the actions, the observer will imitate the behavior if the outcome is positive or reject it if it is negative.

Observational learning in some cases can be seen as reinforcement, but it is self-reinforcement. Self-efficacy is another component of the social cognitive

theory and is the belief that an individual has about his, or her capability successfully to complete a task. Self-efficacy is a cognitive belief and changes according to the task at hand. It is not a stable personal trait but rather is affected by one's experiences and past successes while performing the specific task. Self-efficacy is also influenced by perceiving others performing the task, verbal persuasion, encouragement, and one's physical or mental state.

The last component of the social cognitive theory is self-regulation, and it is the applying of learning principles to adjust one's behavior. Generally, this process involves observing and comparing one's actions to a standard. If the behaviors meet or exceed the standard a reward is granted to oneself. It is a way to manage one's own behavior with little external influences. Another important aspect of self-regulation is goal-setting because it also guides conduct. I believe the social cognitive theory is a very sound approach.

This is so because humans are social creatures and the social experiences between peers, family, and friends are critical to the growth of an individual; physically, mentally, and intellectually. Humans always have learned from each other, by observing, imitating, and practicing. This is evident even at an early age and an example of this can be of a baby learning to talk. This theory provides a more straight-forward and complete approach to understanding human development. Examples of techniques specific to this theory

Some of the examples of techniques based on social cognitive are majorly associated with deterioration or improvement in self efficacy for physical activity. In the example I am going to use, the theory suggests how this

theory can be used to design health behavior and health education programs. The theory explains how people can be able to acquire as well as maintain some kinds and types of behavior patterns. It is also important to indicate that this theory can still be used to provide a basis for intervention.

Considering my example, a project was initiated to prevent and also reduce some alcohol use in students in grade six through grade 12. This ranged between 11-13 years. The program took about three years, and it was based on behavioral health curricula, parental involvement, and also activities in community task force. The conclusion was that students were less likely to admit that they drank alcohol than others who did not join the program. Negative expectancies in regard to alcohol use and also the increased behavioral capability to communicate with the parents were also able to generate results.

However, important to indicate that at the end of the 10th grade there were still no significant results. Another new program was in progress at the 11th grade and in this case there was reduced access to alcohol as well as change of norms of the community. Some of the factors involved included were community attention, parental education, support of some free alcohol events, media projects that do not provide alcohol as well as classroom discussion programs in regard to alcohol abstinence.

At 12th, it was reputable that alcohol use was reduced significantly. To add on this the access to alcohol also reduced. In conclusion the outcomes of the social cognitive theory indicate that the actions of the community contributed in changing the issue of alcohol use among the teens. At the community it can be said that they have success in as far as changing the

environment as well as expectations as far as alcohol use is concerned and also changing their norms and generally reducing their alcohol use (Graham & Weiner, 1996). Transformations

The social cognitive theory was originated by Albert Bandura its origins in the discipline of psychology with an early foundation of social and behavior psychology. He suggested that to display moral development would be through considering multiple factors. Some of the other developments associated with this theory is that learning is more likely to occur given that there is a close identification between the model and its observer, and most important if there is a good deal of self efficacy. There have been many contributions to this theory with the first William James whose norm of social self laid the basis of this theory.

This was comprehensive by Kurt Lewin who initiated a shift in psychology from a focus on the individual to a focus on the processes occurring between individuals. Alfred Adler also introduced a number of concepts in stating that a person's behavior heavily relied on the motivation the person receives. Another contribution was completed by Tolman who indicated that cognitions played an important role between the response and stimulus. Strengths Some of the strengths of the social cognitive theory include its reasonable and yet dynamic viewpoint.

The theory explains in detail what it tries to bring out other than just highlighting. The theory is also applicable concepts that can be applied to the normal life situations and try to explain some of the things in present lives of people. The theory is also easily universalized, especially because it heavily relies on observation of the environment, which presents a platform

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for cross-cultural analysis (Pajares (&) Schunk, 2001). The other strength is the idea of cross disciplinary potential placing it in a position for people to apply it in different fields.

Last it is an evolving theory and people can be able to contribute to various emerging issues related to the same. Weaknesses Some of the weaknesses are that the structure does not connect some concepts clearly. There are broad concepts that the theory covers but does not clearly interconnect these. The theory does not also consider the unconscious mind, which is also part of life. To add on this, emotions are not factored like jealousy and anger. The psychologists in this theory do not consider the lack of attention to biological and hormonal factors, which have no effect on the human agency or self efficacy.

Last the theory does not also consider the mental disorders aspect, which include hallucinations, paranoia as well as other psychological reactions. Personal View Personally I think this theory has a dynamic interrelationship between an individual and his, or her personality, environment as well as his, or her behavior. I think that this theory can be relied upon when understanding the nature of lives and behavior of people basing on their environment. I think that the concept of human agency can be used to define humans as active participants with the capability of changing their environment, thoughts, and behavior.