

Social learning theory – albert bandura



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social learning theory Bandura's theory holds that behavior occurs as a result of the

interplay between cognitive and environmental factors; Albert Bandura (1977) states behavior is learned from the environment through the process of observational learning modeling process in which people learn by observing others,

intentionally or accidentally; In groups, members learn

from one another. ON SOCIAL LEARNING THEORY – ALBERT BANDURA

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determination Bandura expanded the overall definition of behaviorism. He suggested that while it was true a person's environment was responsible for his/her behavior, people also had a strong influence over the nature of their environment. Theory of self regulation states we have the ability to control our behavior through a series of three main steps:

Self-observation:

Self-judgment:

Self-response: Self Response part of Bandura's theory of self-regulation;

Rewarding ourselves each time we meet or surpass our standard, and

punishing ourselves any time we don't Self judgement part of Bandura's

theory of self-regulation; Comparing ourselves with a standard either self-imposed or set

by society, and then creating a goal for ourselves based on that standard

- For example, vowing to exercise three days per week Self observation part of Bandura's theory of self-regulation; Paying close attention to a specific behavior, how frequently it

occurs, under what circumstances, etc. self-concept Over time, our

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cumulative successes and/or failures lead us to develop what is known as THIS; Compensation Bandura's problem that arises from too much self-punishment; A person may develop a superiority complex Inactivity Bandura's problem that arises from too much self-punishment; A person may become depressed, apathetic and bored Escape Bandura's problem that arises from too much self-punishment; A person may seek to escape his/her problems through television, drinking, drugs or suicide Modeling therapy is based on the idea that a person suffering from a psychological disorder can correct his/her problems by observing someone else dealing with similar issues.