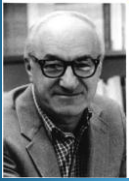


Social Cognitive Theory (from Glanz et al)

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Introduction to SCT

- Originally “*Social Learning Theory*”
- Albert Bandura
- Reciprocal Determinism
- **5 main concepts**
 1. Psychological determinants of behaviour
 2. Observational learning
 3. Environmental determinants of behaviour
 4. Self-regulation
 5. Moral disengagement

Psychological Determinants

- Outcome expectations
 - Social outcome expectations
 - Self-evaluative outcome expectations
- Self-efficacy
 - Collective efficacy

Observational Learning

- 4 processes govern observational learning:
 1. Attention
 2. Retention
 3. Production
 4. Motivation
- Peer modelling

Environmental Determinants

- Incentive motivation
 - Rewards/punishments
 - “manipulative”
- Facilitation
 - “empowering”

Self-Regulation

- Self-Regulation achieved in **6 ways:**
 1. Self-monitoring
 2. Goal-setting
 3. Feedback
 4. Self-reward
 5. Self-instruction
 6. Enlistment of social support

Moral Disengagement

- *Mechanisms* through which people can violate their own self-regulation, leading to cruelty and violence:
 1. Euphemistic labelling
 2. Dehumanization and attribution of blame
 3. Diffusion and displacement of responsibility
 4. Perceived moral justification

Changing Behaviour

- Can change behaviour by increasing self-efficacy
- Can increase self-efficacy by:
 1. Mastery experience
 2. Social modelling
 3. Improving physical and emotional states
 4. Verbal persuasion

Case Study

- American Cancer Society (ACS) Telephone Counseling for Smoking Cessation
 - Provides guidance in self-regulation
 - Program is delivered by paraprofessional counselors who are guided by computer screens which have scripts based on decision trees
 - The Decision trees include the elements addressing the six self-regulatory processes in SCT.

Case Study (cont)

- The initial objective for a smoker trying to quit is a single day of not smoking.
 - **Goal Setting**
- A smoker trying to quit learned that relapses are caused by stress and learned to use relaxation techniques in anticipation of future stressors.
 - **Feedback**
- Clients are encouraged to set aside part of their savings from not buying cigarettes for weekly pleasures, while saving the rest for a more expensive gratification in a month or more.
 - **Self-Reward**

Case Study (cont)

- Clients are guided through multiple rehearsals of a combination of deep breathing and self-instruction to help them cope with stress and reduce cravings for tobacco.
 - **Self-Instruction**
- Clients are asked to explicitly identify sources of support and to use them during the counselling process.
 - **Enlistment of Social Support**
- Ensuring Clients keep simple records of their smoking and the context and cues that were present when they smoked prior to making a quit attempt.
 - **Self-Monitoring**

Limitations

- Lacking in Evaluations
- Very broad and ambitious
- Hasn't been fully tested