

# SOCIAL COGNITIVE THEORY

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## ALBERT BANDURA - 1977

Bandura's Triadic Reciprocal Determinism

The diagram illustrates Bandura's Triadic Reciprocal Determinism as a triangle with three vertices. The top vertex is a red triangle labeled 'Behavioral Factors'. The bottom-left vertex is a green triangle labeled 'Personal Factors'. The bottom-right vertex is a blue triangle labeled 'Environmental Factors'. A purple triangle is positioned in the center of the main triangle. Double-headed blue arrows connect each of the three outer vertices to each other, forming a complete graph that indicates reciprocal influences between all three domains.

## KEY CONCEPTS IN SCT

- Psychological Determinants of Behaviour
- Observational Learning
- Environmental Determinants of Behaviour
- Self-Regulation
- Moral Disengagement

## PSYCHOLOGICAL DETERMINANTS OF BEHAVIOUR

- Outcomes Expectations
  - Social outcome expectations
  - Self-evaluative expectations
- Efficacy Beliefs
  - Self-efficacy
  - Collective efficacy

The photograph shows a group of German Shepherds sitting in a neat, single-file line on a paved outdoor area. A small black dog is sitting in the foreground, slightly to the left of the line. The background shows some greenery and a building.

## OBSERVATIONAL LEARNING

The diagram is a circle divided into four quadrants, each representing a stage of observational learning. 
 

- Attention (top-left, teal):** Associated with 'Functional value'.
- Retention (top-right, dark blue):** Associated with 'Intellectual capacities'.
- Production (bottom-left, purple):** Associated with 'Individual skills, self-efficacy'.
- Motivation (bottom-right, dark purple):** Associated with 'Access to family, peers, media models'.

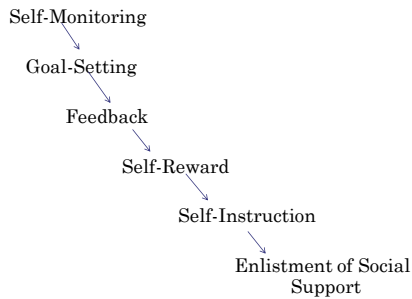
 A central white circular arrow indicates a clockwise cycle between these stages.

## ENVIRONMENTAL DETERMINANTS OF BEHAVIOUR

- Incentive Motivation
  - Rewards vs. punishment
- Facilitation
  - Enabling

The photograph shows a green highway sign on a metal post against a clear blue sky. The sign has the word 'Rewards' in large white letters, 'NEXT EXIT' in smaller white letters below it, and a white arrow pointing to the right.

## SELF-REGULATION



## MORAL DISENGAGEMENT

- Euphemistic labelling
- Dehumanization and attribution of blame
- Diffusion and displacement of responsibility
- Perceived moral justification

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
  - SCT posits that behaviour is a product of an individuals learning history, present perceptions of the environment, and intellectual and physical capacities.
    - Therefore behaviour can be changed by:
      - New learning experiences
      - Guidance in the adjustment of perceptions
      - Support for the development of capacities

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
- Increasing self-efficacy is a common mechanism through which different types of treatment achieved changes in behaviour
- SCT identifies 4 major ways in which self-efficacy can be developed:
  - 1) mastery experience
  - 2) social modeling
  - 3) improving physical and emotional states
  - 4) verbal persuasion

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
- Mastery Experience
  - Enabling the person to succeed in attainable but increasingly challenging performances of desired behaviours. The experience of performance mastery is the strongest influence on self-efficacy belief

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
- Social Modeling
  - Showing the person that others like themselves can do it. This should include detailed demonstrations of the small steps taken in the attainment of a complex objective.

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
- Improving Physical and Emotional States
  - Making sure people are well-rested and relaxed before attempting a new behaviour. This can include efforts to reduce stress and depression while building positive emotions – as when “fear” is re-labeled as “excitement”.

## APPLICATIONS TO HEALTH PROMOTION

- Changing Behaviour by Increasing Self-Efficacy
- Verbal Persuasion
  - Telling the person that he or she can do it. Strong encouragement can boost confidence enough to induce the first efforts toward behaviour change.

## EXAMPLES OF HP INTERVENTIONS INFLUENCED BY SCT

- Interpersonal Communication Networks
  - (Direct Modelling and Social Reinforcement)
- Changing Expectations about the pleasure associated with condoms
  - (Outcome Expectations)
- Taxes that deter the onset of Tobacco use.
  - (Incentive Motivation)
- Distribution of condoms at no cost
  - (Facilitation)
- Computerized self-management training for asthma patients
  - (Self-Regulation)

## CASE STUDY

- Telephone Counseling for Smoking Cessation
- Provides guidance in self-regulation



## SELF-MONITORING

- **The systematic observation of one's own behaviour**
- *Clients keep records of their smoking and the context and cues that were present when they smoked, before making a quit attempt*



## GOAL SETTING

- **Planned behaviour in which intentions are formulated in terms of both long-term and short-term goals that will bring people closer to the changes they desire**
- *Goal 1: Go through one day without smoking.*
- *When Goal 1 is achieved...*
- *Goal 2: Go through three days without smoking.*

## FEEDBACK

- Information about the quantity and quality of the behavior being learned, as provided by others and gleaned from the person's own observations
- When trying to quit, a smoker learned that relapses are caused by stress. Following this, they learned to use relaxation techniques in anticipation of future stressors.



## SELF-REWARD

- Clients are encouraged to set aside savings (from not buying cigarettes) to treat themselves weekly while saving a large sum for a more expensive treat at the end of the month

## SELF-INSTRUCTION

- Speaking to oneself about each subtask in a complex series of tasks
- Clients are guided through a combination of deep breathing and self-instruction to help them cope with stress and reduce their cravings for tobacco

## ENLISTMENT OF SOCIAL SUPPORT

- Clients are asked to identify sources of support and to use them during the counselling process



## LIMITATIONS

- Newly emerging areas are small in scale and are lacking evaluations
- Broad and ambitious (has not been properly tested)
- Different principles in SCT need to be manipulated and tested in systematic experiments replicated over diverse behaviours and populations

## THE END

Questions/Comments?