New directions in research on well-being: psychological process in everyday contexts

Irene Petruccelli

Rome, February 25th 2021
Behaviorist Orientation

Theories on behaviorism are derived from several different theorists:
- Edward L. Thorndike, B.F. Skinner, and others.

Assumptions include:
- Environment shapes behavior
- Reinforcement increases probability of desired action being repeated
ALBERT BANDURA

- Born on December 4, 1925
- Canadian, American
- Studied at University of British Columbia and University of Iowa.
- Researched and taught at Stanford University
- Elected president of American Psychological Association in 1974
- Famous for research on social learning theories.

“..most learning is gained by people’s perception and thinking about what they experience. They learn by copying the examples of others around them.”

- Albert Bandura
Social Learning Theory

Key Ideas
Behaviour is learned through observation

Key Individuals
Albert Bandura

Key Concepts
Children will imitate the social behaviours that they are exposed to
Use of experiments to ‘test’ theories (Bobo Doll)

Implications
Teachers are influential role models for children
Children imitating one another = need for positive role models
Learning Styles

There are many different learning styles.

Observational learning and enactive learning.

Bandura’s social cognitive learning theory suggests that people can learn through observation but do not necessarily have to repeat the observed behavior.
Learning Styles

- Observational learning
  - Attention
  - Retention (memory)
  - Behavioral reversal
  - Motivation

- Enactive learning
  Learning from the outcomes of a person’s personal actions
Bobo Doll Experiment

In 1963 Bandura conducted the Bobo Doll experiment. This experiment showed that people will model what they see. The children viewed aggressive actions in a video and when left in the room with the Bobo doll, they exhibited the same aggressive behaviors.

According to Bandura, the behaviors were repeated 88% of the time. The behavior of the children is a result of modeling a behavior. Two groups of children watched the adult beat the bobo doll. One group saw the lady rewarded and the second saw her punished.
Bobo Doll Experiment

- [https://www.youtube.com/watch?v=wf3-tRpmGmY](https://www.youtube.com/watch?v=wf3-tRpmGmY)
The Reciprocal Concept

Bandura’s theory of learning takes into account three things:
Humans are producers of their life circumstance not just products of them.

Albert Bandura
SELF-EFFICACY

“Self-efficacy is the belief in one's capabilities to organize and execute the sources of action required to manage prospective situations.”

Bandura, 1986
Self-Efficacy Appraisal

• Among the types of thoughts that affect action, none is more central or pervasive than people’s judgments of their capabilities to exercise control over events that affect their lives.

• The self-efficacy mechanism plays a central role in human agency (Bandura, 1982; 1986).

• Self-judgments of operative capabilities function as one set of proximal determinants of how people behave, their thought patterns, and the emotional reactions they experience in taxing situations.

• In their daily lives, people continuously have to make decisions about what courses of action to pursue and how long to continue those they have undertaken.

• Because acting on misjudgments of personal efficacy can produce adverse consequences, accurate appraisal of one's own capabilities has considerable functional value.
Self-regulation

• The self-regulation of conduct is not entirely an intrapsychic affair.
• Rather, it involves a reciprocity of influence between thought, conduct, and a network of social influences.
• Under social conditions in which transgressive behavior is not easily self-excusable, conduct is likely to be congruent with more standards.
• But self-regulation of moral conduct can be weakened or nullified by exonerative moral reasoning and social circumstances.

mechanisms of moral disengagement
Selective Activation and Disengagement of Internal Control

- Moral Justification
- Palliative Comparison
- Euphemistic Labeling

- Minimizing, Ignoring, or Misconstruing The Consequences

- Dehumanization
- Attribution of Blame

- Reprehensible Conduct

- Displacement of Responsibility
- Diffusion of Responsibility

- Detrimental Effects

- Victim
• SELF-CRITICISM IS UNCOMFORTABLE

• RELAXED SELF-STANDARDS ARE USED
WEAK LINKS OF DEFENSIVENESS

- DETRIMENTAL CONDUCT
- INJURIOUS EFFECTS
- OPPONENTS, VICTIMS
TAKING THE “BAD” OUT OF BAD BEHAVIOR

• MORAL JUSTIFICATION
• EUPHEMISTIC LABELING
• ADVANTAGEOUS COMPARISON
DOWNPLAYING PROBLEMATIC CONSEQUENCES

• RESULTS MINIMIZED, IGNORED, MISCONSTRUED

• RESULTS DENIED, DISTORTED
DEMONIZING THE OPPOSITION

• VICTIM DE-HUMANIZATION

• DISPARAGING, DENIGRATING CRITICS
MINIMIZING ACCOUNTABILITY

• ATTRIBUTION OF BLAME
• DISPLACEMENT OF RESPONSIBILITY
• DIFFUSION OF RESPONSIBILITY

http://professoralbertbandura.com/albert-bandura-videos.html#moral-disengagement
In order to succeed, people need a sense of self-efficacy, to struggle together with resilience to meet the inevitable obstacles and inequities of life.

— Albert Bandura —
Self-Efficacy (Albert Bandura)

• What’s the difference between self-esteem and self-efficacy?
• How competent we feel on a task
  • Leads us to set challenging goals and to persist
  • Competency + persistence = accomplishment / self confidence
    • ...if you have control over the outcome!

Perceived Self-Control

self-discipline
Self-belief does not necessarily ensure success, but self-disbelief assuredly spawns failure.

Albert Bandura
Locus of control is the degree to which people believe that they have control over the outcome of events in their lives, as opposed to external forces beyond their control. Understanding of the concept was developed by Julian B. Rotter in 1954, and has since become an aspect of personality studies.

A person's "locus" (plural "loci", Latin for "place" or "location") is conceptualized as internal (a belief that one can control one's own life) or external (a belief that life is controlled by outside factors which the person cannot influence, or that chance or fate controls their lives).

Individuals with a strong internal locus of control believe events in their life derive primarily from their own actions: for example, when receiving exam results, people with an internal locus of control tend to praise or blame themselves and their abilities. People with a strong external locus of control tend to praise or blame external factors such as the teacher or the exam.
Social Learning Theory

Examples of social learning situations include television commercials.
• Commercials make suggestions that viewers will become as beautiful as the model on the screen if they use a particular product. Wash your hair with Dove shampoo and your hair will be just as soft, full, and beautiful as that of the model on the commercial.

• Bandura’s social cognitive learning theory suggests that people can learn through observation but do not necessarily have to repeat the observed behavior.

• So if a person sees a commercial for a product that espouses wonderful outcomes, the viewer of the commercial will not necessarily run out to purchase the product.
Exercise

• Can you think of a time when you saw a commercial for a new product?

• Did you purchase the product based on the claims of the commercial alone?
Motivators

Exercise!!!

What motivates you to learn?