

Social Cognitive Theory

General

Social cognitive theory, firstly known as social learning theory, was formed during 1960s by a Canadian psychologist [Albert Bandura](#) and can short be described in his own words: "Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do. Fortunately, **most human behavior is learned observationally through modeling**: from observing others one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action."

What is social cognitive theory?

Basic principles of social cognitive theory were set in eralier works of Julian Rotter¹⁾, Neal Miller and John Dollard²⁾. Bandura's social learning theory starts from evolved assumption that we can learn by observing others. **Key processes** during this type of learning are **observation, imitation, and modeling** which as such involve **attention, memory, and motivation**. **People learn through observing others' behavior, attitudes, and outcomes of those behaviors.**

This theory therefore outgrows [behaviorism](#) and forms its connection to [cognitivism](#) as it claims **people don't just respond to stimuli**, but **interpret them as well**. They are formed by the outside world and at the same time they form the outside world themselves ("**reciprocal determinism**") instead of just being machines modeled by environment. Bandura's theory is therefore often considered a **bridge between behaviorist and cognitivist learning perspectives**.

What is the practical meaning of classical conditioning?

Social learning theory has been applied extensively to the **understanding of aggression** and other **behavior modifications**, especially through **media effects**. Bandura also warned that violent TV contents could be leading into a violent reality that is worth fearing.

Keywords and most important names

- Social learning, observational learning, reciprocal determinism
- Albert Bandura

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Read more

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1)

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2)

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