Lecture Series: Chapter 12  MISCHEL AND BANDURA: Cognitive Social Learning Theory


Principal Features

Preview: Overview of Mischel's and Bandura's Theories

"Mischel's and Bandura's theories have implications for major theoretical questions."
Traits in Cognitive Social Learning Theory: Mischel

"Behaviorism emphasizes the importance of situations such as determinants of behavior. This poses a challenge to traditional psychoanalytic and trait approaches, and Walter Mischel took on the challenge."

"A heated theoretical controversy about the relative importance of personality traits and situations in predicting behavior stimulated personality researchers to ask how personality and situations both contribute to behavior."

The Trait Controversy: Mischel's Challenge

Question: What is Walter Mischel's challenge to the traditional personality theorists? (355)

Question: What is Walter Mischel's personality coefficient?

The Consistency Paradox

Question: What is a consistency paradox? (355-356)
Question: What is meant by the following statement?

"For Mischel, traits are not causes but merely summary labels."

Question: Why is it that the consistency question has bothered personality theorists more than the average person?
"Knowing that traits are oversimplified explanations unless they take situations into account, Mischel and his colleagues have developed sophisticated models of how traits affect behavior in situations."

Table: Situational context of behavior

Figure 12.1  Illustration of a Dispositional Construct
"The situational approach is consistent with people's everyday descriptions of behavior."

[Examples] Everyday descriptions of situation-behavior relationships. (357-358)

**Question:** What is meant by the following statement?

"Situational variation should not be considered a problem for personality theory." (358)
Cognitive Person Variables

Question: What are Walter Mischel's cognitive personal variables?

Encoding Strategies and Personal Constructs

Complete the following:

"Trait terms, which people use to describe themselves and other people, are called personal constructs. They are personal both in the sense that they describe …

"Personal constructs that people use to describe themselves may be termed a self-system. They are unique to …

Question: What are encoding strategies?
Encoding Strategies and Personal Constructs

**Question:** What are **prototypes** and what roles do they play in encoding strategies and personal constructs?

**Examples**  Prototypes and personal constructs.

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**Competencies**

**Question:** What are the person's cognitive and behavioral construction **competencies**?

**Examples**  Competencies.
Table 12.2  Examples of Cognitive and Behavioral Construction Competencies

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Expectancies

Question: What are a person's *expectancies* insofar as from the cognitive social learning perspective? (360)

Question: What is a person's *behavior-outcome expectancy* from the cognitive social learning perspective?
Expectancies
(Continued)

**Question:** What are the person's **stimulus-outcome expectancies** from the cognitive social learning perspective?

**Question:** What are a person's **self-efficacy expectancies** from the cognitive social learning perspective?

[Examples] Self-efficacy expectancies.
Subjective Stimulus Values

Question: What is a person's subjective stimulus value from the cognitive social learning perspective?

Self-Regulatory Systems and Plans

Question: What is meant by the following statement?

"Among the most important cognitive person variables are self-regulatory systems and plans."

Delay of Gratification

Question: What is the role of delay of gratification from the cognitive social learning perspective?

[Examples] Delay of gratification.
Delay of Gratification

Table 12.3  Examples of Delay of Gratification

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(363-364)
"Albert Bandura, like Walter Mischel, recognizes the importance of the social context for personality and presents a detailed description of cognitive variables that can be used instead of traits to describe personality and to predict behavior in various situations."

**Reciprocal Determinism**

**Question:** What is Albert Bandura's concept of reciprocal determinism? (365)

[Examples] Reciprocal determinism.

**Figure 12.2** Reciprocal Determinism

[Page 365]
"People have considerable control over their own behavior. They vary, of course, in how effectively they exert this control."

Question: What is self-handicapping?

Question: What is Albert Bandura's concept of human agency?

Question: What is Albert Bandura's concept of the self-system?
Self-Regulation of Behavior: The Self-System

(Continued)

Figure 12.3  Self-Regulation Processes
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Question: What are meant by the following statements?

"Choosing goals is an important step in self-regulation." (367)

"People can self-regulate their emotions, as well as their behavior."
Question: What is Albert Bandura's concept of self-efficacy? (367)

Evidence: Self-efficacy. (367-368)

Question: What is Albert Bandura's concept of outcome expectations? (368)
"The concept of efficacy has been applied to many areas of life."

[Examples] Self-efficacy.

Efficacy and Striving Toward Goals

"Self-efficacy promotes striving toward goals."

[Examples] Efficacy and striving toward goals.
Physiological Correlates of Efficacy

"When a person has low self-efficacy, the body, as well as the mind, responds."

[Examples] Physiological correlates of efficacy. (369-370)

Processes Influencing Learning

"Bandura considered in some detail how cognitive person variables such as efficacy are developed."

"Much more occurs in learning than an automatic "stamping in" of preceding responses, based on reinforcement."

"Learning without reinforcement required a new theoretical explanation, … which Bandura offers: a set of theoretical concepts for understanding the complex events within people that must occur for observed models to produce changes in performance."

Attentional Processes: Observing the Behavior

Question: What is Albert Bandura's concept of attentional processes? (370)
Retention Processes: Remembering It

Question: What is Albert Bandura's concept of retention process?

Motor Reproduction Processes: Doing It

Question: What is Albert Bandura's concept of motor reproduction process?
Motivational Processes: Wanting It

Question: What is Albert Bandura's concept of motivational processes?

Observational Learning and Modeling

"Humans learn by observing."

"Behavioral changes that result from exposure to models are variously called modeling, imitative learning, observational learning, or vicarious learning."

Question: What is Albert Bandura's concept of vicarious learning?

Observational Learning and Modeling
(Continued)

Question: What is meant by the following statement?

"Bandura's interest in modeling had roots in other theoretical traditions."

"Models also can influence children's development of standards for behavior."

[Examples] Influence of models in child development.

"Aggression, too, is learned by modeling."


(373-375)
"Modeling is not limited to childhood."

**Figure 12.5** Modeling of Aggression

[Page 374]
Question: What are Albert Bandura's recommendations regarding psychotherapy?

The Person in the Social Environment

Complete the following:

"In addition to individual efficacy, Bandura suggests that a sense of collective efficacy occurs when groups …" (377)

"Bandura warns that individuals often fail to regulate their own behavior in ways that live up to high moral standards."

Question: What did Albert Bandura note to be a problem of moral disengagement?