

SOCIAL LEARNING THEORY

Core Tendency of Personality

All people have an inherent tendency to construe the events of their experience and thereby give them meaning.

Peripheral Considerations

In a general sense the characteristics that distinguish people develop out of the interaction between people and their environment

Developmental Considerations

The major mechanism of personality developed is observational learning

Cognitive Capabilities

Behavior Modification
Systematic Desensitization
Situational Determinants
Self reinforcement
Delayed Gratification

Albert Bandura

Observational learning or Vicarious Learning Effect

Situational Determinants versus Traits

Internal Factors

Walter Mischel

A human actively “evaluates, judges, and regulates his own performance. . .[and,] in addition to being rewarded and punished by the external environment, [the individual learns]. . . to monitor and evaluate [one’s] own behavior and to reward and punish [oneself], thus modifying [one’s] behavior and influencing [the] environment. Mischel, 1971

Julian Rotter adds another twist by focusing on Behavior Potential

Subjective rather than Objective basis for predicting behavior.

Psychological Situation.