

THE INDIVIDUAL AND THE GROUP- SOCIAL COGNITIVE THEORY

Socialization

The process of becoming a member of a social group is called socialization.

Primary Socialization

- initial stage where the social norms are passed between group members
- determines what a child learns in early stages.



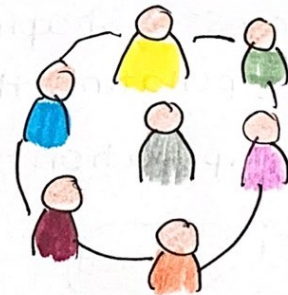
Secondary Socialization

- includes elements such as the larger society, community, extended family, media



Group Socialization

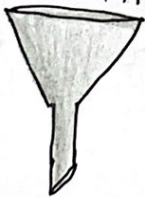
- form of secondary socialization where it is an individual's peer group.



censorship

- gate keeper theory → Kurt Lewin
- governments attempt to manage / manipulate cultural norms by controlling the information being passed through the media.

INFORMATION



RAON

social cognitive theory

- developed by Albert Bandura
- learning → direct or indirect

Social learning theory

↳ classical and operant conditioning to describe how social learning occurs.

classical conditioning

→ an unconditioned stimulus is paired with a neutral stimulus.

→ over time, neutral stimulus becomes conditioned stimulus which brings about the conditioned response.



- unconditioned stimulus



- neutral stimulus



- conditioned response

operant conditioning

→ process of shaping an organism's behaviour by manipulating the consequences.

→ manipulation - reinforcement or punishment



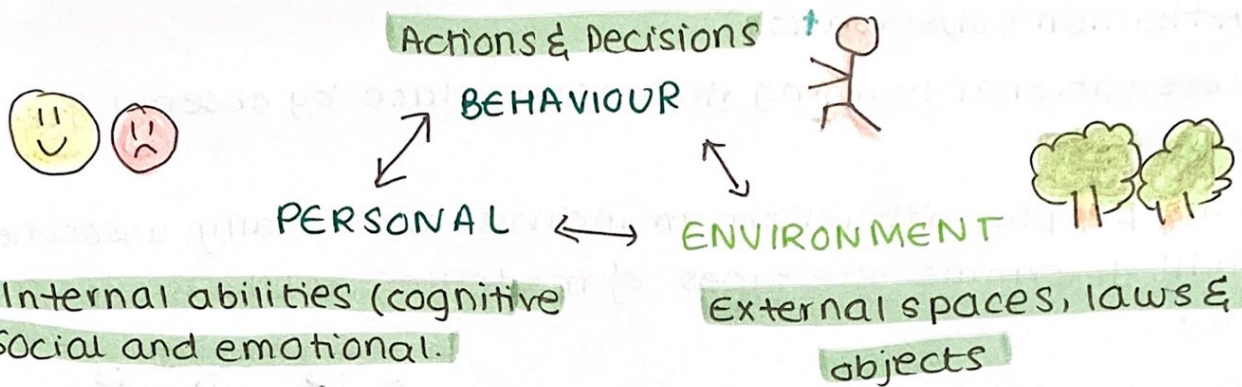
Behaviourist approach

↳ emphasis on observable behaviour

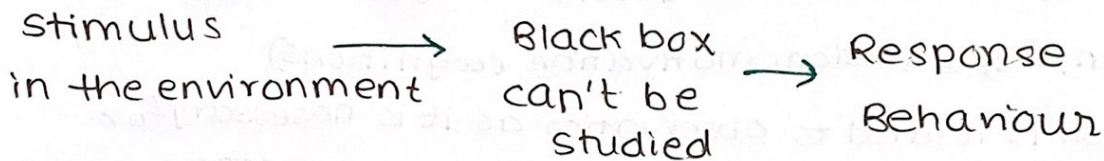
↳ assumes that most behaviour is learned from the environment.

Reciprocal Determinism (Triadic reciprocal determinism)

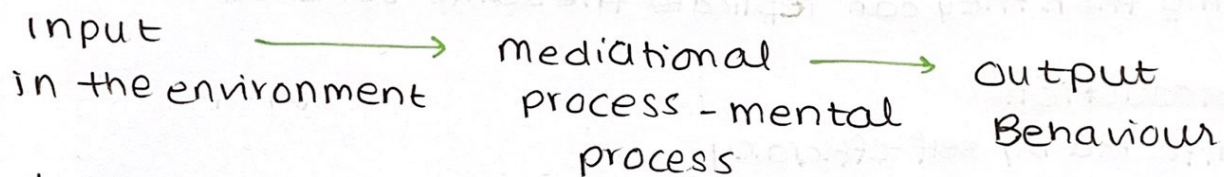
↳ model of mutual influence of 3 sets of factors - personal, behavioural and environmental.



Behaviourist model



cognitive model



↓
agentic approach to studying learning

- have control over behaviour
- be able to visualise future behaviours
- regulate behaviour
- reflect on capabilities and goals

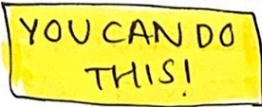


Bandura broke down the social cognitive theory in 4 components - attention, retention, reproduction and motivation.


 ATTENTION


 RETENTION


 REPRODUCTION


 MOTIVATION

motivation

↳ has a lot to do with reinforcement.

↓
through reward & punishment.

If people perform an action - get a reward - motivated to repeat the same action. (and vice versa)

- Perry, Perry and Ramussen (1986) - support for Bandura's theory.