WEEK 7
Culture and self

Unit 3: Socio-cognitive theory

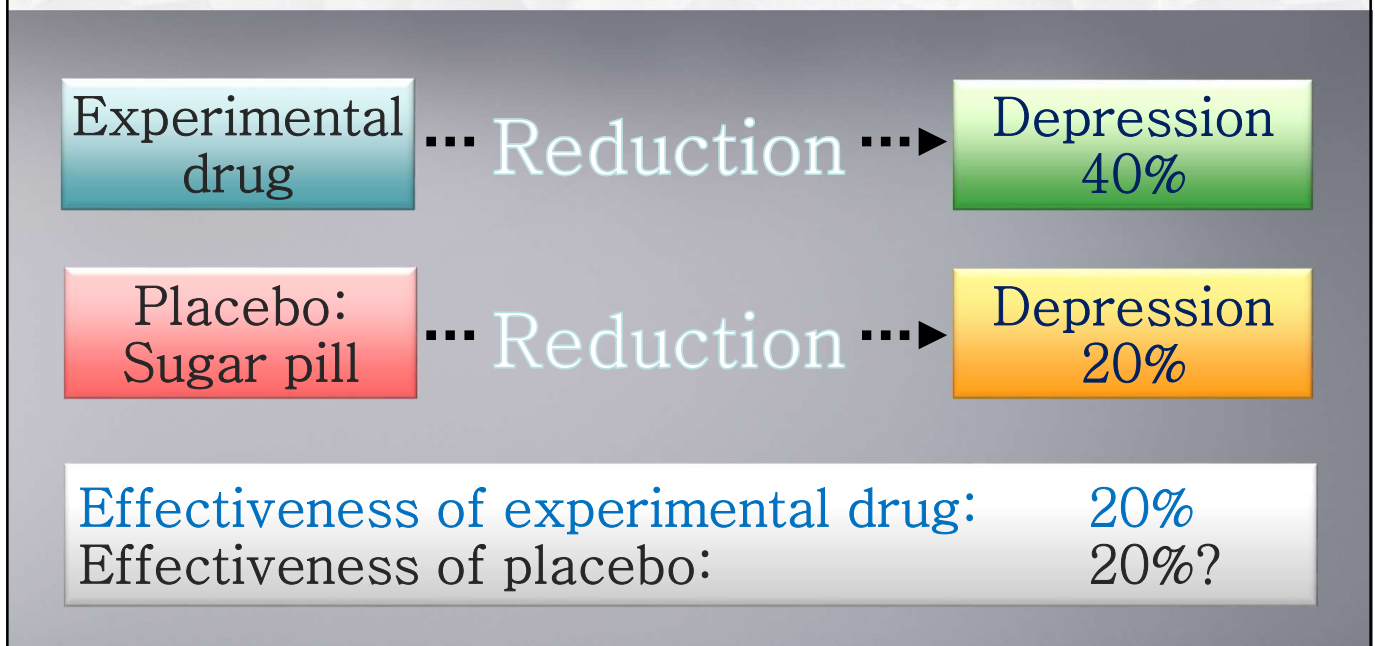## Physical sciences model

Law of motion: $F=ma$

Force		Acceleration
Drive	cause	Behavior

Mass
Body

Traditional approach

Objective 1	Subjective	Objective 2
Independent	**Intervening**	**Dependent**
1.Stimulus 2.Treatment 3.Information	1.Black Box 2.Organism 3.Central Processing Unit	1.Response 2.Outcome 3.Response
Observable 1	Hypothetical	Observable 2

Source: Kim (1999)

Treatment and placebo

Experimental drug ··· Reduction ···▶ Depression 40%

Placebo: Sugar pill ··· Reduction ···▶ Depression 20%

Effectiveness of experimental drug: 20%
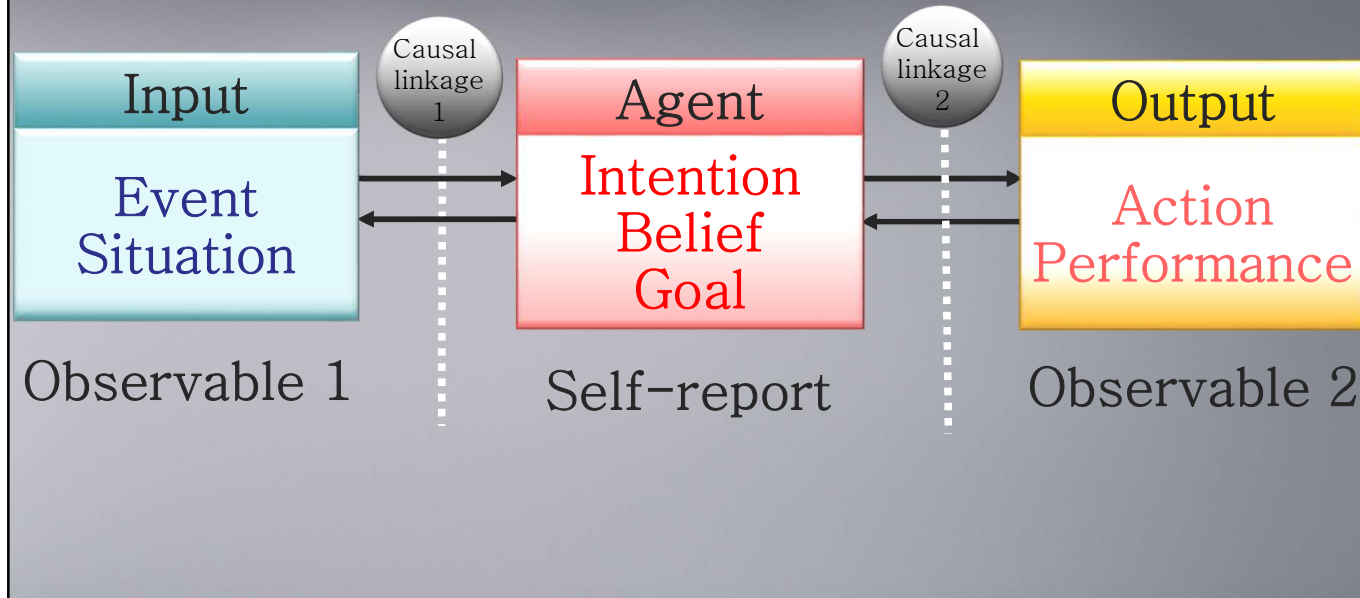Effectiveness of placebo: 20%?

Socio–cognitive theory

❖ "It is ironic that a science of human functioning should strip people of the very capabilities that make them unique in their power to shape their environment and their own destiny."
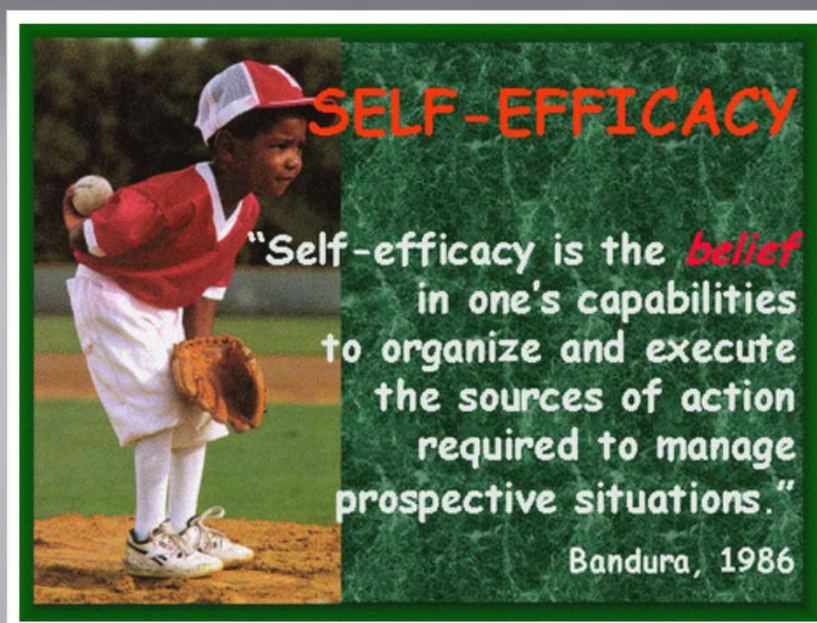
Socio–cognitive theory

❖ "Psychology has undergone wrenching paradigm shifts" and "in these transformations, the theorists and their followers think, argue, and act agentically, but their theories about how other people function grant them little, if any, agentic capabilities."

❖ "The human mind is generative, creative, proactive, and self–reflective and not just reactive."

The transactional model

Input	Causal linkage 1	Agent	Causal linkage 2	Output
Event Situation		**Intention Belief Goal**		**Action Performance**

Observable 1   Self-report   Observable 2

Self-efficacy

SELF-EFFICACY

"Self-efficacy is the *belief* in one's capabilities to organize and execute the sources of action required to manage prospective situations."
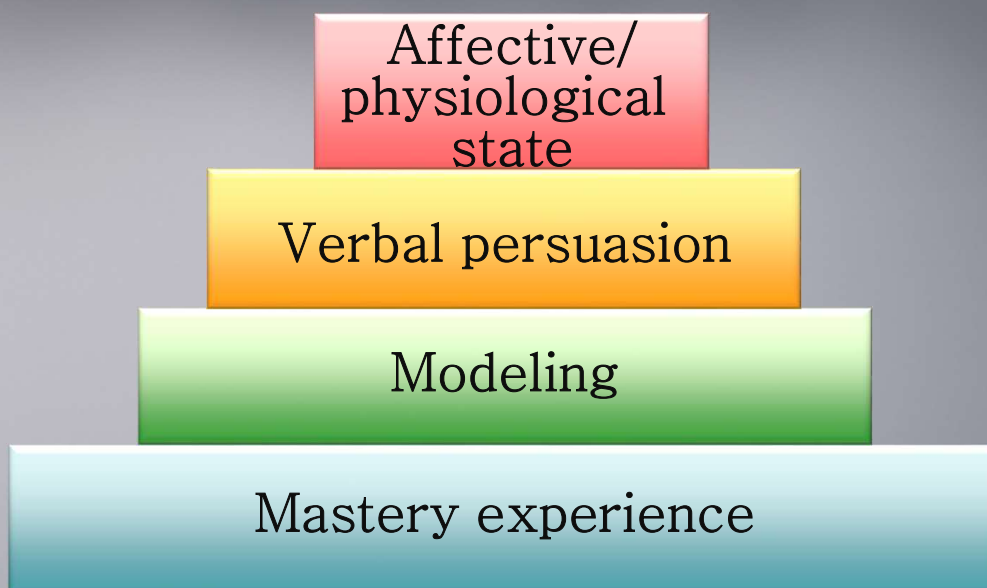
Bandura, 1986

Self-efficacy

Self-efficacy is "beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments" (Bandura, 1997)

<Individual>

<Outcome>

| Self: Intention Knowledge Goal | Belief • Skill | → Behavior | → Outcome |
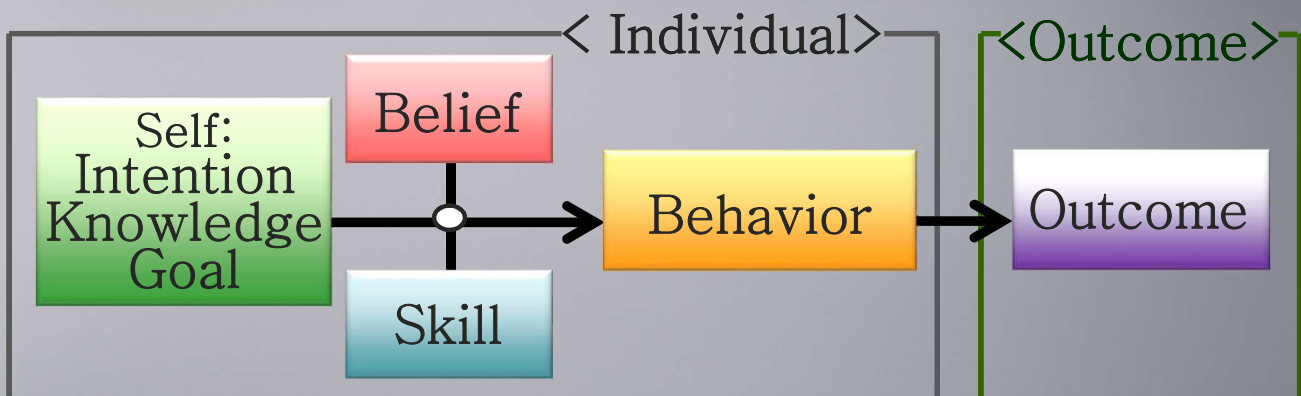
Acquisition of efficacy belief

Affective/ physiological state

Verbal persuasion

Modeling

Mastery experience

Mastery Experience

❖ This is the most influential source of efficacy belief.

❖ It provides the most authentic evidence of individual's or group's capabilities to succeed.

❖ Successes build efficacy belief while failures undermine it .

> Mastery experience

Mastery Experience

❖ Assessment of efficacy belief is an inferential process in which ability and non-ability must be weighted.

❖ Efficacy beliefs will vary depending on the following seven factors:

1. Assessment of existing capabilities

2. Perceived difficulty of the task

Mastery Experience

3. Amount of effort required.

4. Amount of external aid required.

5. Circumstance which the task need to be performed.

6. Temporal pattern of successes and failures.

7. The way experiences are organized and reconstructed.

Modelling

Modeling

Mastery experience

II. Modeling

Watching or visualizing similar others performing successfully can raise efficacy belief

Modeling can provide the following five information:

1. Social comparison: provides a reference of what is achievable.

2. Confidence: seeing similar others succeed boosts observer's confidence.

Modeling

3. Knowledge: a model can transmit effective strategies for managing the task.

4. Predictability: Increases preparedness and decreases uncertainty and stress.

5. Controllability: a model can demonstrate effective strategies to handle difficult situations.

Effectiveness of the model

1. Although we can observe a model's behavior, we cannot access his or her inner thoughts. Thus, a model who verbalize his or her thoughts and strategies that guide his or her action is more effective.

2. Similar models (or someone who is slightly better) are more effective in raising efficacy belief (e.g., age, sex, ethnicity, skill level).

Effectiveness of the model

3. Self-modeling by viewing one's videotape (edited version or unedited version) can raise efficacy belief.

4. Coping model (someone who verbalizes one's inner doubt in the process of overcoming difficulties) is more effective for novice, whereas the Mastery model (someone who expresses confidence throughout) is more effective for experts.

Verbal persuasion

Verbal persuasion

Modeling

Mastery experience

Verbal Persuasion

❖ For important tasks or when we are struggling with difficulties, if people around us express faith in us, it can raise efficacy beliefs.

Effectiveness of Verbal Persuasion

1. Performance feedback that is positively framed (e.g., gains, 75% completed) rather than negatively framed (e.g., shortfall, 25% deficient) elevates efficacy beliefs and subsequent performance

Verbal Persuasion

2. Knowledgeable and credible persuaders are much more effective.

3. When the discrepancy between the self-appraisal and persuader is low.

Affective/physiological state

Affective/
physiological
state

Verbal persuasion

Modeling

Mastery experience
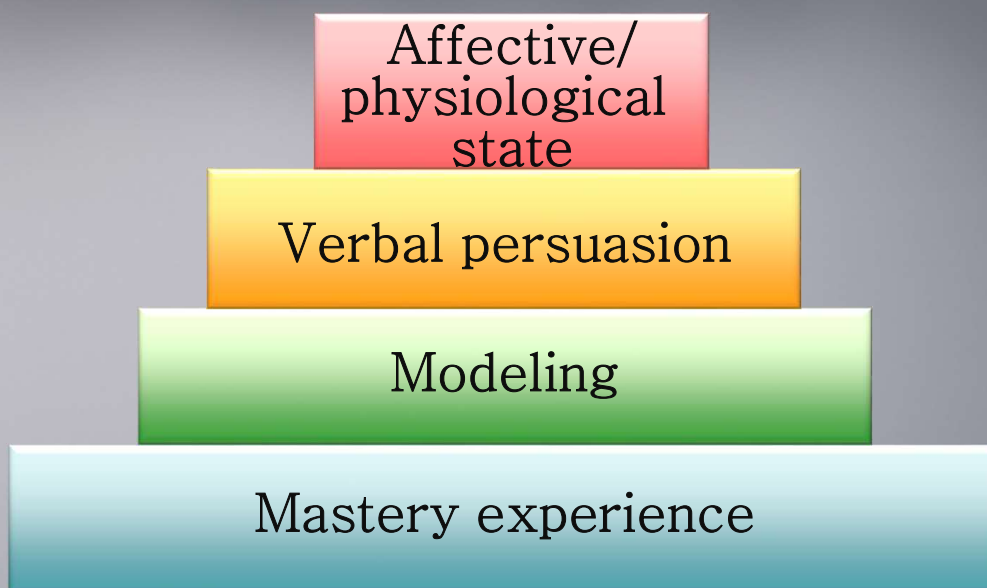
Physiological and affective states

People rely on their physiological and emotional states to judge their capabilities.
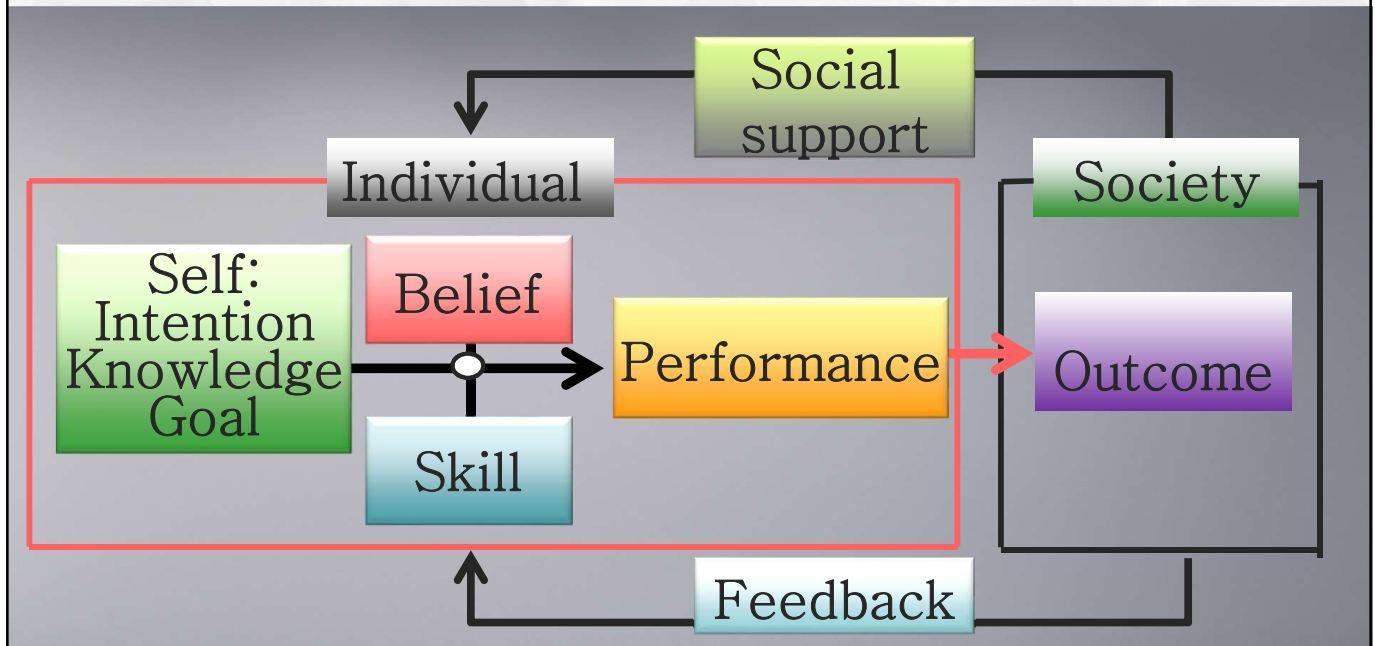
1. Knowledge about bodily state and social labeling is important.

2. High arousal level could be interpreted as an energizing facilitator or a negative debilitator.

IV. Physiological and affective states

3. Anxiety may be viewed as anticipatory arousal or as reflecting personal deficiencies.

4. Mood states can bias how an event is interpreted, organized, and remembered.

Self-efficacy and social influence

Social support	Individual	Society
Self: Intention Knowledge Goal	Belief	Performance	Outcome
	Skill		
	Feedback	

Control of environment

Type	Individual	Others
Direct	Primary	Collective
Indirect	Secondary	Proxy