

# Social/Cognitive Perspective

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PSY 249: Psychology of Personality

4/18/2023

# Announcements

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- Check in 4 new date 5/5 !
- Check in 5 optional
- Final questions?
- Mental health check in

# Question

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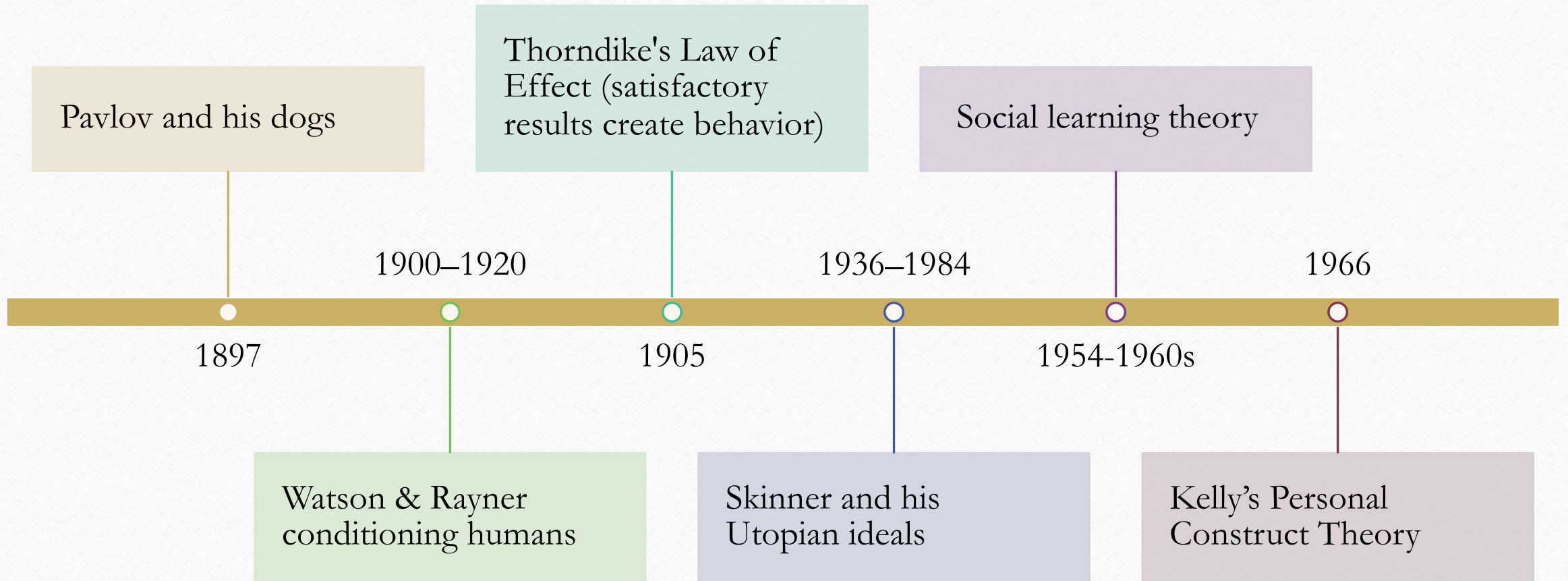
How do you go about learning a new behavior  
or skill?

What/who do you focus on?

What do you do?

Why?

# Timeline of Social-Cognitive

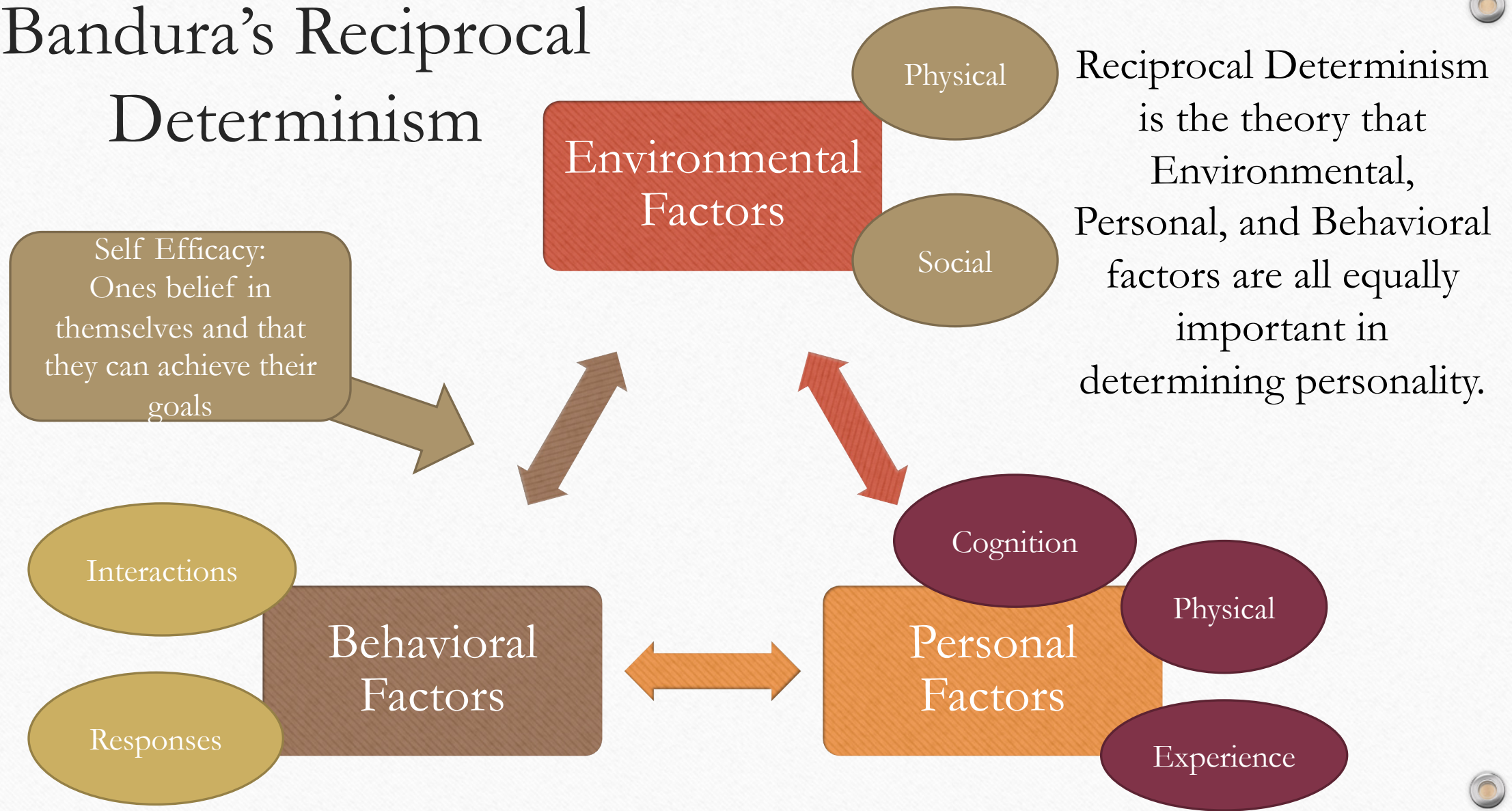


# Differences between Traditional Behaviorism and Social-Cognition

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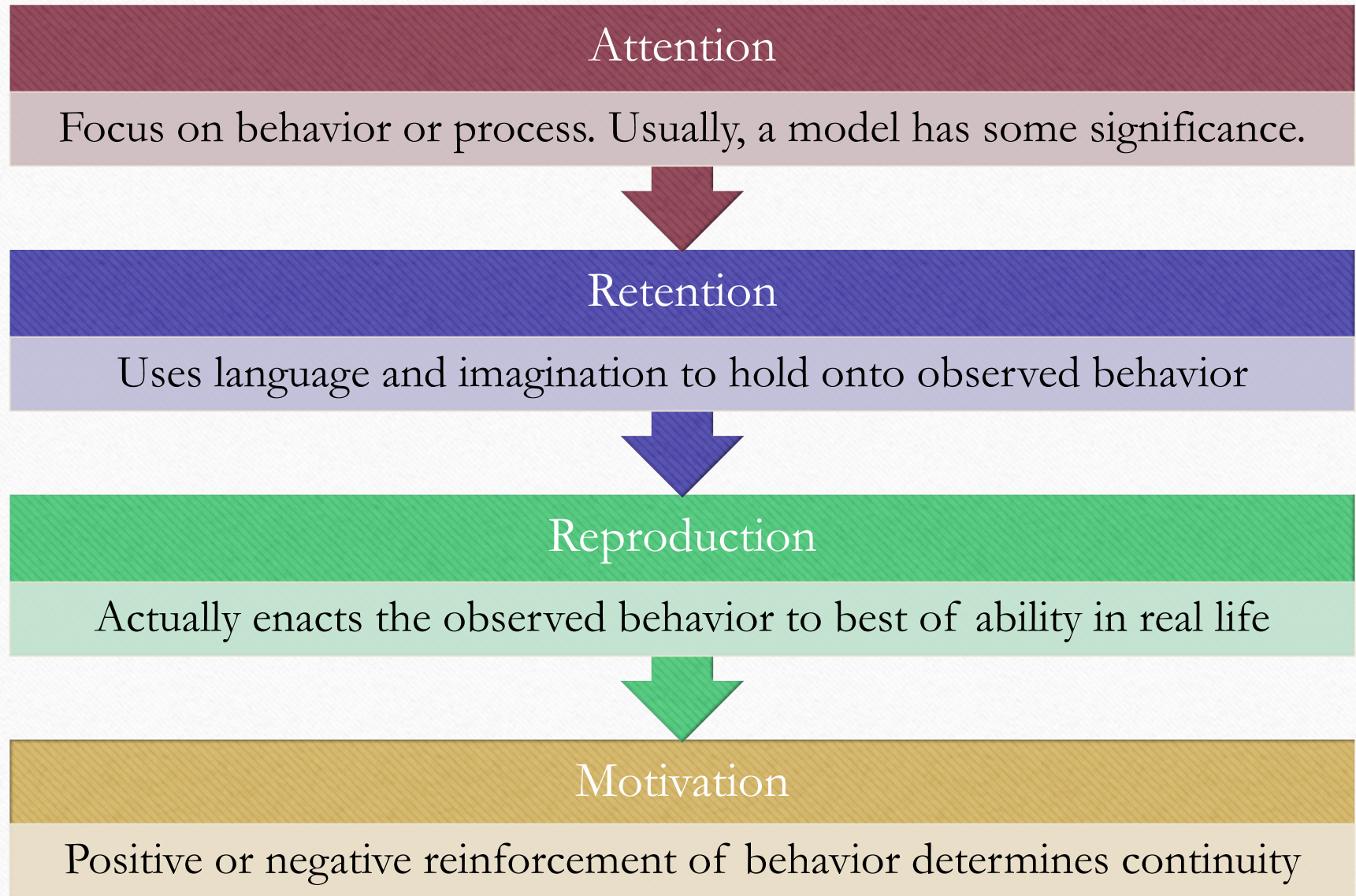
- Behaviorism **emphasizes** the power of the environment and surroundings to influence a persons behavior
- Social-Cognition recognizes the power of the environment and surroundings but **emphasizes** human autonomy, ability to take control of a situation, and capacity for learning.
- Social-Cognition came about as a field that attempted to reform behaviorism and move it away from its fatalistic and essentialist notions. Especially those of B.F. Skinner

# Bandura's Reciprocal Determinism



# Modeling and Human Behavior

Important Note:  
Bandura  
Believed Self-  
Efficacy was  
vitaly important  
to this process.



# Learned Behavior & Learning to Behave

Take a moment to think about a behavior that you have learned that you dislike or don't agree with.

Discuss in small groups:

State the behavior and why you disagree with it.

Who/what was your model?

What was the Modeling process like? Attention, Retention, Reproduction, & Motivation?

Which step do you feel was most important in your learning and internalizing of this behavior?

Knowing all of this can and/or should this behavior be unlearned?



# Rotter's Locus of Control

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- **Locus of Control** refers to the idea that individuals attribute the happenings of their life internally and externally at different levels.
- In other words it is a measure of how much control someone believes they have over their own life and what happens in it.
- The LoC sits on a scale from internal to external.
- Ex: Some people believe everything that happens to them is a direct result of their own actions, ideas, and behaviors (Internal) while others believe that it is largely do to the machinations of the world around them or other outside forces (external)

# Discussion Questions

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- How might one's LoC influence development of self-efficacy/Self-Esteem?
- How does modeling and the intention behind it change depending on a person's LoC?
- Do you think personality can be separated from goals and learning? If so, what does it look like?

# Social-Cognitive Perspective (Pt. 2)

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- Check in 3 grading started!
- Check in 4 new date 5/5 !
- Check in 5 optional
- Final questions?

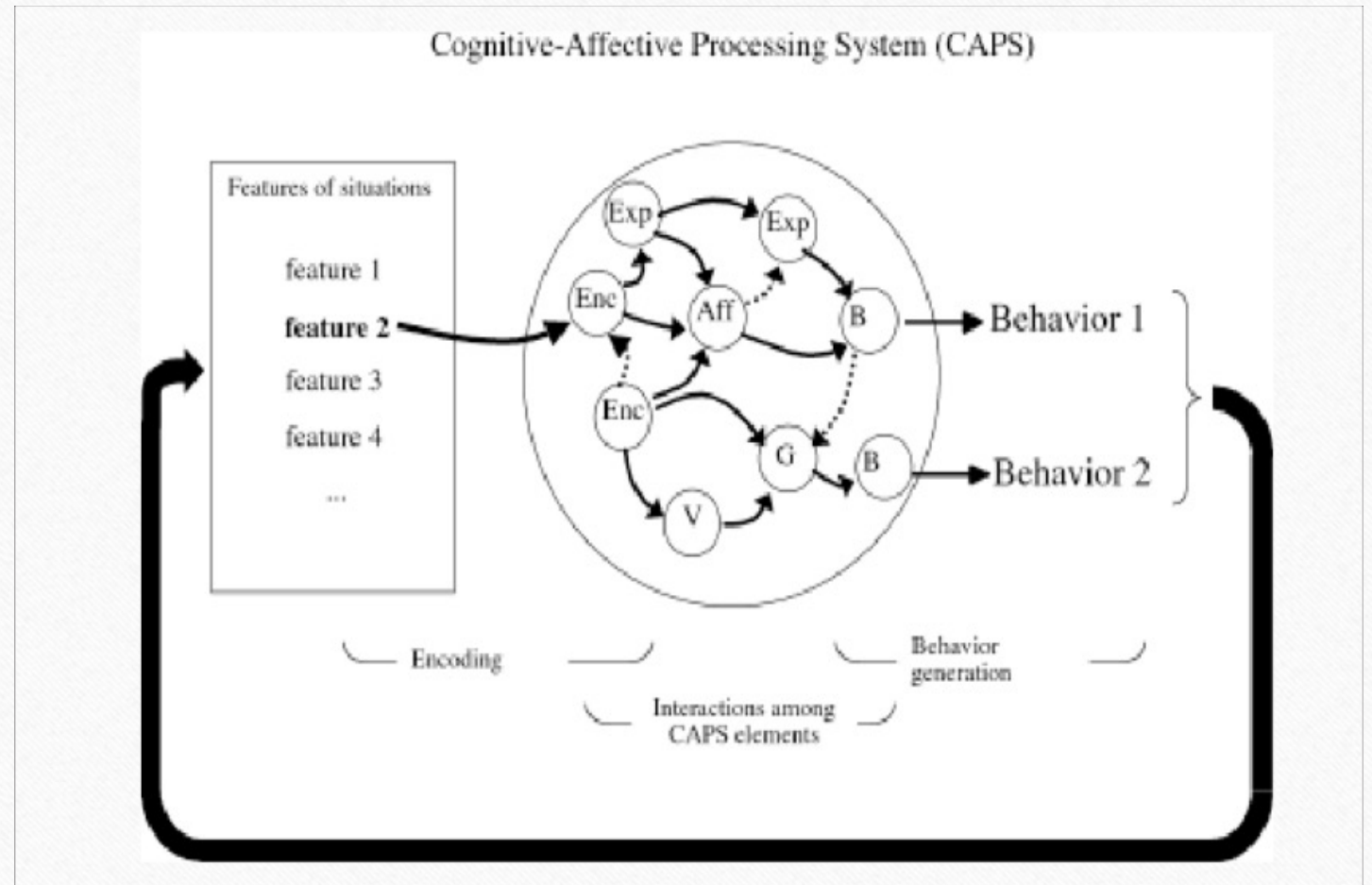
# Cognitive Focused Theories

- Remember how the former theories emphasized the equal importance of environment, person, and behavior in personality and human doings.
- Cognitive focused theories like the ones I'll share today emphasize cognition more strongly to varying degrees. Slight emphasis (Mischel & Shoda) Extreme emphasis (Kelly)
- This means that they pay special attention to how people think and their thought patterns in order to make predictions about human behavior and thus say something about personality.



# Mischel/Shoda & CAPS

- Mischel and Shoda introduced the Cognitive Affective Processing Systems to personality research.
- These systems were a way to understand the complexity of situation/behavior/Cognition interactions on personality
- The 5 Affective units in CAPS are
- Encoding, Belief/Expectation, Goals/Values, Affect, Competency/Self-regulation



# Activity: What's your CAPS?

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- We'll watch a visually engaging music video that you might not fully understand then I have some follow up questions
- What was the most memorable aspect of the music video for you?
- What did you hold onto the most about the video (audio, scenery, props, texture, color, feeling/emotion, facial affect, costume, movement, story?)
- Why did you hold onto it? In order to make sense of this specific aspect you held onto what values, feelings, beliefs, expectations, goals, or understanding of self did you need to activate?

# Kelly's Personal Construct Theory

- Kelly's personal construct theory stems from the idea that its not only important to predict human behavior but also to understand all the things someone might have done.
- Personal constructs are ways each person gathers, evaluates, and interprets information cognitively.
- The theory starts with a Fundamental Postulate which is “ a persons (cognitive) processes are psychologically channelized by the ways in which [they] anticipate events.”
- In other words how someone thinks and as a result their behavior can be broken down and grouped based on how said person anticipates events in their life.
- Agreeing with all of the above there are 11 different corollaries(statements informing how folks deal with their personal constructs) many of which can be operating simultaneously



## The 11 Corollaries

Construction

Individuality

Organization

Dichotomy

Choice

Range

Experience

Modulation

Fragmentation

Commonality

Sociality

# Activity: An abridged Role Repertory Test

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- Choose someone for the following prompts:
  1. A person you got along well with when you were 16
  2. An interesting person whom you know personally
  3. A person who dislikes you.
  4. A teacher you disliked (or teacher who's subject you disliked)
  5. Someone you find hard to understand
- Tell me something about 1,2,&3. In what way are 1 & 2 different from 3?
- Now I'll take out 1,2 and add 4,5 tell me something about 3,4, & 5.

# Pros and Cons of Social/Cognitive Perspectives

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- Scientifically tested and backed.
- Rooted in human cognition and learning
- Comprehensive and extremely useful for predicting/addressing/changing behavior
- Can say a lot about human behavior
- Cognition/Behavior = Personality
- Many assumptions and standards
- Largely inaccessible to ordinary folk without guidance
- Complete lack of emphasis on human emotion or its expression. Only referenced in “past experience”