

Social Learning & Personality



This activity will help you to:

- Understand and recall the social learning theory of personality
- Apply the ideas of SLT to real life experiences
- Produce elaborated descriptions by using examples

Social Learning Theory

The social learning theory suggests that personality is shaped by the environment through direct and vicarious reinforcement and punishment. It includes additional processes, called **self-efficacy** and **reciprocal influence**. Read the information about each of these processes then come up with an example of your own to illustrate how they work.

Social learning	People acquire new behaviours through observing the people around them. The consequences of the behaviour (direct or vicarious) determine whether it becomes a regular part of the person's behavioural repertoire .	
Self Efficacy	A person's self-efficacy is their belief about whether they will be successful in any situation. Experience of success leads to high self efficacy; experience of failure leads to low self-efficacy. Low self-efficacy can lead to further failure as the person lacks motivation to try, whereas high self-efficacy makes success more likely.	
Reciprocal Influence	Rather than seeing the influence of the environment as a one-way process, SLT suggests that people influence their environment. Past experiences will determine how the individual behaves in a situation. This then may affect the types of experiences they have in the situation they are now in.	