Key Concepts

- Adapatability of the human species
- The Triadic Model

- Fortuity
  - The development of self-directedness
  - Quotes Pasteur: “Chance favors only the prepared mind.”

- Modeling and Observational Learning
  - 1950s “trial and error” view of learning
  - Bandura’s alternative—Observational Learning
    1. Attention
    2. Symbolic representation [retention]
    3. Transformation to action [motor reproduction]
    4. Motivational incentive
  - Bobo doll research—social modeling of aggression
    - Contradicted the then-current notion of “cathartic” observation of aggression
  - Bandura says televised violence has 4 major effects:
    1. It teaches aggressive styles of behavior.
    2. It weakens restraints over aggression.
    3. It desensitizes and habituates viewers to human cruelty.
    4. It shapes viewers’ images of reality [later, Gerbner called this Cultivation]
  - With increased mass media worldwide, there is greater opportunity for social observational learning.
  - Application of Bandura’s notions on modeling to treat phobias (e.g., fear of snakes)
  - Moral Disengagement—“People have created ways of disengaging their moral self-sanctions from destructive conduct. This enables them to preserve their sense of self-worth while treating others inhumanely.”
- e.g., Nazis; tobacco corporations

- Ways this is done:
  1. Convincing the group that the immoral behavior is the right thing to do
  2. Shifting or spreading responsibility (“I was just following orders.”)
  3. Ignoring or minimizing the harm caused by their actions
  4. Dehumanizing or blaming the victims

- There is innate, biological potential for aggression, but whether people develop aggressive styles of behavior is determined “more by ideology than biology.”

- Comparing aggressive and non-aggressive, peaceful cultures (e.g., Amish)