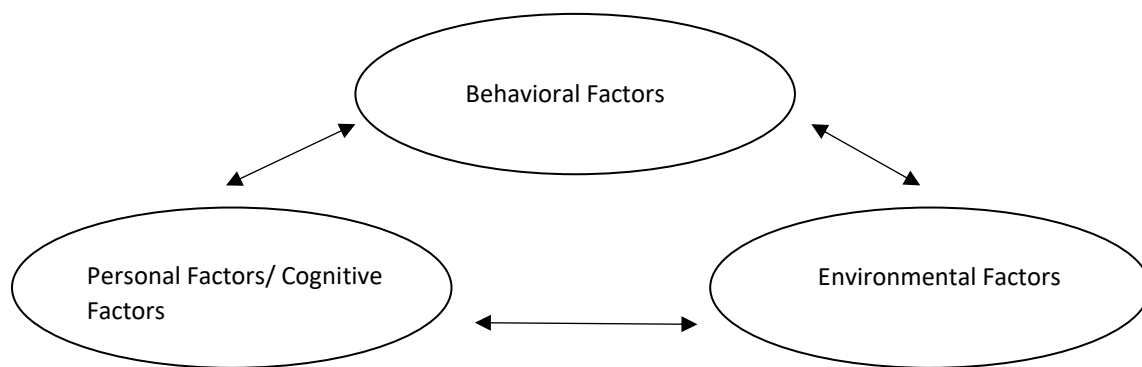


Social Cognitive Theory

Social cognitive theory seeks to explain people's behavior through behavioral, environmental, and personal factors including the regulation of behavior through control and reinforcement in order to achieve goal-directed and long-term behavior change (see Figure 5) (Bandura, 1977, 1991). Additional aspects of the model are:

- Reciprocal determinism.
- Behavioral capability.
- Observational learning.
- Behavioral reinforcement.
- Expectations and consequences of behavior.
- Self-efficacy to perform behavior.



Primary Sources: Bandura (1977, 1991).