

1. This video includes footage from many parts of the world and historical times, reflecting the far-reaching aspects of Bandura's theories and books. The best online source of information about Albert Bandura's work, and other scholars who are using his theories, is at Emory University. It is at www.des.emory.edu/mfp/efftalk.html
2. Dr. Bandura was cited as the fourth most eminent psychologist of the 20th century from a study that combined journal citations, textbook citations and a survey of 1725 members of the American Psychological Society. B.F. Skinner was at the top of the list, followed by Jean Piaget, Sigmund Freud, then Albert Bandura. Numbers five to ten were Festinger, Rogers, Schachter, Miller, Thorndike, and Maslow. Unfortunately, there was not a woman until number 58, Elizabeth Loftus.
3. The Triadic Model. Our graphic was inspired by a conversation with Professor Frank Pajares at Emory University and a PowerPoint presentation he created. All six possible directions for interactions are illustrated in this video:
 - B to E — a mentor and younger worker in an office vignette
 - B to P — a jogger checking his own performance
 - E to B — a mentor and younger worker in an office vignette
 - E to P — people being instructed and experiencing modeled behavior
 - P to B — cuts of various people, ending with basketball players
 - P to E — a jaywalking sequence

You may want your students to create their own examples to better understand the model. As filmmakers, we had some difficulty with the wide definition of "personal," which includes the usual demographic aspects such as age, race, and gender, along with the more fluid ones such as beliefs, values, and knowledge. Is this a problem for you and your students? "Environmental factors" also are very broad, including social modeling and persuasion as well as the more typical ones of culture and geographical location.

4. **Fortuity.** Everyone loves his or her own personal history and your students will enjoy thinking about the role of fortuity—they will probably call "chance" or "fate"—in their own lives. Dr. Bandura recounted a story, which we were unable to include in our video, about a man who came to his lecture on fortuity at a conference a while back. The man hurriedly grabbed a seat in the crowded room and chatted with the stranger next to him. They ended up getting married, having met at a lecture about fortuity. We are sure you have favorite stories on the subject as well.
5. **Modeling and observational learning.** The Bobo doll experiment was published in the early 1960's, and is probably is the most cited Bandura study in basic textbooks. In a survey of 1500 members of the Society for Research in Child Development, the Bobo doll study was ranked as the 9th "most revolutionary" study published since 1950. The top four honors, in order, went to Piaget, Vygotsky, Bowlby and Ainsworth.

As Dr. Bandura points out, he and his colleagues used a doll to study aggression, not actual interpersonal aggression—just as the military uses desert firing ranges to study bombers' skills, not expecting them to practice on San Francisco.

A compelling result of the studies with the Bobo doll was the lack of difference in results between three experimental conditions. In one, the children directly observed an adult model; in another, the children watched a film of the adult model; and in the third, they watched an animated cartoon. There

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were “equivalent increases in overall aggressive behavior, on a variety of measures of both imitative and non-imitative aggression”. (Albert Bandura *The Role of Modeling Processes in Personality Development* in W. W. Hartup & N. L. Smothergill (Eds.), *The young child*, 1967). Dr. Bandura continues to speak out about the potential harm of violent media.

However, the media can be used in positive ways as well. Dr. Bandura is heavily involved with Mexican television producer Miguel Sabido, and Hollywood celebrity Sonny Fox, in support of long-running dramas that carry positive social messages. The organization involved is called Population Communications International, and their website is www.population.org. Mr. Fox is a principal organizer of the Soap Summit, an annual USA event in which writers meet with professionals to discuss how to treat themes, such as teen suicide, in American soap operas. The Population Communications International people consider Bandura as the source of the theory behind their work, and he has served on their advisory board.

The snake phobia footage is very much condensed from the completely filmed sessions Dr. Bandura provided us. He also has footage showing similar treatments for spider phobias. He labeled these sessions “Guided Mastery Treatments.” These studies took place in the late 1960s and early 1970s.

Your students can find many examples of learning through observation in their own lives. It may be interesting to discuss a particular episode of observational learning and see if they can identify the four processes Dr. Bandura cites. It may also be interesting to discuss examples where observation does not lead to mastery of a new skill. Have your students analyze some of their learning failures; they will probably be more useful to analyze than their successes.

6. **Efficacy.** Dr. Bandura's 1997 book, *Self-Efficacy: the Exercise of Control*, has almost 50 pages of references reflecting the wide application of this construct. There are chapters on cognitive, health, clinical, athletic, and organizational functioning and the visuals in this video hopefully indicate the breadth of this concept.
 - The Emory University website is the best online source of materials and contacts for this subject. He includes information on obtaining *Bandura's Guide for Constructing Self-Efficacy Scales*. It is important to emphasize that efficacy is not a consistent trait within an individual. Individuals can be efficacious in one aspect of their lives, say writing skills, but inefficacious in another, say small motor coordination. Even within a particular domain, efficacy is not a fixed trait; with mastery experiences, social persuasion, social modeling, and practice monitoring their own reactions, people can raise their level of efficacy towards activities that are important to them. This has enormous implications for education, where, according to studies that Bandura cites, a student's level of academic efficacy very much influences the effort he or she puts forward.
 - “Academic performances are the products of cognitive capabilities implemented through motivational and other self-regulatory skills. The efficacy beliefs that children form affect how consistently and effectively they apply what they know. Perceived self-efficacy, therefore, is a better predictor of intellectual performance than skills alone.” (Bandura, *Self-Efficacy: The Exercise of Control* p. 216).
7. **Moral disengagement.** This section rests firmly on Bandura's belief that aggressive behavior is largely learned from compelling models, and is not a biological imperative. This premise may give rise to healthy debate by your students, as well as his notion that moral behavior is regulated by social sanctions and internalized self-sanctions. A good overview of Bandura's position on morality is his chapter in Kurtines, William and Gewirtz, Jacob, eds., *Handbook of Moral Behavior and Development*, Volume I, 1991.

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- Current national and international news can certainly be discussed in light of Bandura's theories of how moral disengagement occurs. A fuller treatment of this subject is his chapter "Mechanisms of Moral Disengagement" in Reich, William, ed, *Origins of Terrorism* published in 1990.
8. And who is Gilbert Hay, our Inuit artist? Davidson Films spent a lot of time looking for footage of an Inuit artist with which to open the film. Finally, a rather chance email put us in contact with a producer from the Canadian Broadcasting Company who had recently done a story on the artists of Nain, far north in Labrador. He generously made the footage available to us and we feel that Mr Hay's statement in the end credits wonderfully epitomizes much of what Dr. Bandura has discussed about self-regulation. Gilbert Hay's sculptures are very valued by prestigious galleries. You can find other examples of his work by searching the Internet under his name.

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- *Mary Ainsworth: Attachment And The Growth Of Love* (2005) 38 Minutes
- *B. F. Skinner: A Fresh Appraisal* (2003) 38 Minutes
- *John Bowlby: Attachment Theory Across Generations* (2007) 40 Minutes
- *John Dewey: An Introduction To His Life And Work* (2001) 40 Minutes
- *Erik H. Erikson: A Life's Work* (1991) 38 Minutes
- *Maria Montessori: Her Life And Legacy* (2004) 35 Minutes
- *Piaget's Developmental Theory: An Overview* (1989) 25 Minutes
- *Vygotsky's Developmental Theory: An Introduction* (1994) 28 Minutes

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- *Classic Piaget, Vol. 1: Morality: The Process of Moral Development* (1978) 28 Minutes
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