

A Review Of Social Cognitive Theory From The Perspective Of Interpersonal Communication

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Abstract

Social cognition, the skill to act sensibly in social interactions, is being enthusiastically studied in a variety of disciplines alongside clinical sciences, behavioral sciences, and psychology. The purpose of this article is to review the application of social cognition in the fields of interpersonal communication and the health environment. Social cognitive theory (SCT) is a type of approach at the interpersonal level that explains active and continuous learning by observing others. Social cognitive theory is a significant source of knowledge in social and health disciplines, explaining how various personal, environmental and cognitive factors affect human behavior. This article reviews the literature on social cognitive theory from a health care perspective.

Introduction

Social Cognitive Theory (SCT) is one of the social theories that integrates components of psychology, sociology, and political science. This theory emphasizes the role of observation and cognition in understanding and predicting learning and behaviour (Glanz, Rimer & Viswanath, 2015). SCT has been used in a variety of situations, including clinical practice, health promotion, education, health policy advantages, and environmental education approaches (Glanz et al., 2015). Bandura's theory began with the process of studying the philosophies of learning in the human social context, which led to his first formulation of the theory of social learning. Bandura later combined components of cognitive psychology and provided a broader range for understanding human function in terms of the social origins of human thoughts and behaviours (Glanz et al., 2008). The theory identifies that human behaviour is the product of interactions between personal, cognitive, behavioural, and environmental factors. The theory places particular emphasis on the potential of people to modify or construct an environment suitable for individual and mutual purposes. Social Cognitive Theory has an exclusive approach to the social part of recognizing the social origins of human thoughts and behaviours (Bandura, 1986; Glanz et al., 2008). This theory has helped broaden the horizons of contextual and social factors in different medical environments.

Formulation of social cognitive theory

According to Bandura, the aforementioned human behaviour is based on the behaviour and environment of personal factors. Human behavioural interactions include bidirectional effects of one's thoughts, emotions, biological characteristics and behaviours (Bandura, 1977; 1986; 1989). Social cognitive theory is a psychologist's point of view that emphasizes behaviour, environment, and cognition as important elements of development. Bandura's early work focused on observational learning, which is done by observing what others are doing. Social cognitive theorists believe that by observing the behaviour of others, people acquire a wide range of such behaviours, thoughts, and emotions. These observations are an important part of lifespan development. Bandura's (1986, 1998, 2000) modern models of learning and development include behaviour, people, and the environment.