



Rotter's Social Learning Theory

Based on Thorndike's law of effect, Julian Rotter's theory states that individuals are motivated by the desire to achieve rewards and avoid punishments. He believed that personality comprises patterns of responses to situations, influenced by past experiences. If a particular response results in a positive outcome, it would likely become a part of the person's personality.

A key concept in Rotter's theory is "locus of control," which is about whether people believe they have control over what happens in their lives.

Internal locus of control:

People with this belief think their actions and decisions shape their outcomes. They are often more motivated to achieve their goals.

External locus of control:

People with this belief think that outside factors like luck or fate control their outcomes. This mindset can lead to feelings of helplessness and depression.

Rotter identified two main factors that influence behavior:

Expectancy:

This is the belief that a certain behavior will lead to a reward or positive outcome. It is similar to Bandura's concept of self-efficacy.

For instance, if you believe that studying hard will lead to a good grade, your expectancy is high. This belief motivates you to keep studying, expecting a positive result.

Reinforcement Value:

This is the importance or attractiveness of a particular reward. The more attractive the reward, the higher its reinforcement value.

For instance, if you prefer a new gadget over a weekend trip, the gadget has a higher reinforcement value. You'll be more motivated to work hard for the gadget because it is more desirable to you.

UPS Education UTSAAH PSYCHOLOGICAL
A Psychology Institute SERVICES
HEALTH – EDUCATION – RESEARCH

Stay connected

Follow us on

    @upseducation