

# CONCEPȚIA LUI ALBERT BANDURA DESPRE ÎNVĂȚAREA SOCIALĂ ȘI MODIFICAREA COMPORTAMENTALĂ

## ALBERT BANDURA'S THEORY OF SOCIAL LEARNING AND BEHAVIOR MODIFICATION

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### *Abstract*

*In this article we focused on Bandura's theory of social learning and behavior modification. Albert Bandura has created one of the few great theories that continue to thrive at the beginning of the 21<sup>st</sup> century. He designed the general trend in psychology and education by focusing on processes that are influential in diverse areas of human functioning: social modeling, vicarious learning, self-efficacy beliefs and self-regulation. We emphasized the idea that many educational programs of intervention have been influenced by Bandura's empirical research. Teachers and counselors have to provide a variety of opportunities for the students in order to build self-regulative capabilities and strengthen the students' beliefs that they can exercise some control over their self-development.*

*Keywords: social learning, self-regulation, observational learning*

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