by TOMMY TURIN
CONTRIBUTING WRITER

The Humble Professor
A spotlight on Psychology Prof. Albert Bandura

If you walk into the unassuming office of Prof. Al-
bert Bandura, you'll be flooded with rows upon
rows of books and high stacks of papers. You'll be
greeted with a large amount of whiteboard, and a load
of writing utensils. You might even be struck by
what you don't find—a computer.

Amusingly, visitors to Bandura's office tend to
notice a large plaque denoting his Lifetime Achievement
Award from the American Psychological Association
or the plaque from the MacArthur Foundation. His office
demonstrates one fact that rings true about Bandura—
despite the fact that his peers consider him the world's
most extraordinary psychologist, he is one of the gentlest
men, most humble and most sincere individuals you will ever
encounter.

Unless you've been introduced to the discipline
of psychol-ogy, you may have missed the professor and his work.
Here's a brief sketch: Bandura was born in the small
Canadian hamlet of Mundare, Alberta, in the early 1920s.
He went on to develop the theory of observational learn-
ing with his Bobo Doll experiment in the 1950s. Since
then, he has been an active faculty member in the psychol-
ogy department here at Stanford, where he is the David
Sanford Professor of Social Science.

The Daily's Tommy Tobin is a research assistant for
Bandura, spoke with him about his life and his work in
psychology.

Stanford Daily: Prof. Bandura, do you feel hum-
bly beginnings. Growing up in Mundare, what was like in
rural Alberta?

Albert Bandura: It was a small hamlet, population 400.
It was essentially a community of immigrants from Poland
and Ukraine. Life was very difficult. My father worked on
living for the Trans Canada Railroad, and my mother
worked in a local store. When they gathered enough
money, they [my parents] had a farm, but the land was
wasteland with boulders and was heavily forested. There was
little mechanization then, and it was a very primitive way
of living.

We often have academic debates about construction
ism. In Alberta, in that time, was not an academic sub-
ject for debates with stark language— it was a lived real-
ity. They had to construct their whole environment and
their own lifestyle.

But they also knew how to party: they had a lot of
saints, which provided many opportunities for celebra-
tions. They also brewed their own spirits—I was struck
by their remarkable creativity. There was one father
there who astonished off part of his kitchen enameled for
keeping his wheat, and in the other part distilling his alcoholic
spirits. This is an early example of multi-tasking.

The transition from this small hamlet in Northern Al-
berta to the big city of Stanford was a remarkable
transformation, to say the least.

SD: Throughout your work, there is a stringing tone of
optimism and ingenuity of the human spirit. Do you think
that your time in Northern Alberta had a part to play in that?

AB: Oh yes. It really placed a heavy emphasis on the
exercise of human agency, in that one had to create con-
sumables and the opportunities because of the limited res-
ouces. For example, in education we had one school
house that housed first grade through high school. There
were only two teachers teaching the entire high school
curriculum, but we had absolutely no resources that they were poorly equipped
in many of the subject matters.

We nibbled the trees for not enough books and
brought the class to a screening hall, we had inadequate
resources. The self-regulatory skills have served me well
as I moved on through the higher levels of education sys-
tems.

SD: Could you talk a little about your transition from
the one-room schoolhouse to the University of British
Columbia, onto the University of Iowa and finally to
the big city of Stanford in the early 1960s?

AB: My parents encouraged me to expand my experi-
ences during my summer breaks. They essentially pre-
pared me with two options: I could either remain in
Mundare, till the farmlands play pool and drink myself
to oblivion in the beer parlor, or I might try to get a higher
education. The latter option seemed more appealing to me.
During summer breaks I worked in a door company
in Edmonton.

In my final summer break before my senior year in
high school I explained to my parents that there was a job
in the Yukon with an attractive monthly stipend. This was
a new camp for maintaining the Alaska Highway from
sinking into the muck.

This was another great neighborhood. "It was an in-
teresting bunch of characters who were eating draft
bourbon, probation officers, rare ex-miners and ex-soldiers. As
part of my job I drove into Whitehorse to retrieve sup-
plies. I soon realized that the supplies contained mainly of
boots. That turned out to be the camp's main nutrient.

When it came time to pick for college, I looked for a
more plunge campus. The University of British Columbia
seemed to fit that bill very well.

There were a couple of elements that highlighted
the fortuitous character of life. Psychologists are interested in
explaining, predicting and modifying behavior. But one
of the most important determinants of life paths can occur
through the most trivial of circumstances.

I got into psychology through a fortunate event. I was
commuting with a group of pre-med and engineering stu-
dents; they had classes in the early morning. I didn't think
life existed that early! One morning, I was waiting
time in the library. Someone had forgotten to return a
course catalog and I thumbed through it attempting to
find a filler course to occupy the early time slot. I noticed
a course in psychology that would serve as excellent filler.
It sparked my interest and I found my career.

In another fortuitous element, [the university] re-
quired two pre-law education courses for graduation.
[After living in PE, outdoors PE and art], I made
a hasty downward decent and decided to register for a
walking, graduate school, my friend and I decided to play a round of golf. There were
two women ahead of us. They were speeding up. Before long, we became a jovial group. I met
my wife-to-be in the sand trap.

When I was the president of the Western Psychological Association. I decided to select a topic that was unpre-
dictable, on the grounds that being predictable is boring. I
addressed the psychology of chain consumers, market partnerships and occupational life paths. I decided to
bring some science on the fortuitous character of life.

I received my doctorate in 1952 at the Universi-
ty of Iowa and joined the faculty at Stanford in 1953. Evi-
cently completed my 50th year at Stanford. That's more
than half a century. At the sizing scale of our lives the
amount of miles traveled is the amount of time you have left
that makes a difference. I'm saddled for the next half
century.

I recently received an email from a high school student
in advanced psychology. He explained that they were
having a heated debate. The email read, "Dear Professor Ban-
dura, are you still living?" I replied, "This email is being
written from the other side."
ECONOMY

Continued from front page
downturns and promoting the importance of the financial rescue plan. I propose that this type of expan-
se reduce the risk posed by these events. In turn, the whole market might be
merely current one path. "We need to jump into
world. blanket the market and develop options that look at different options."

"There will be a down for the financial side of the market, but there are many supply the market is doing," they added. "Our recruiting
side," the senior added.

"It's not a good move to become a trader, but investment banking will outlast us in the future," the senior added.

"Traditionally during difficult times, those employed in the financial sector choose to return to school, typically to pursue alternative careers like law or medicine," he added.

"This is not the end of the world," the senior continued.

Contact Junior Xu at jxu@stanford.edu.

WHITE PLAZA

Continued from front page
to traffic.

Funding for the project came mostly from the President's Fund, although other gift funds were also used for certain construction.

The campus community is invited to appreciate the new White Plaza once construc-
tion is complete. According to Blake, getting approval from the Board of Trustees and the start date of the project also late spring is relatively difficult for such projects.

While actual construction has been considerably smoother than expected, delay is making
on contract manufacturers to deliver a sense of normalcy.

"Nothing is ever finished, and there are a few things we are aware of that are going to change," Blake said. "All the trash bins, the benches

BANDURA

Continued from page 2
MD. In your studied career, you have won several awards, including the Grawemeyer Award and the American Psychological Association's Lifetime Achievement Award, and authored numerous books, advanced theories of social cognition, self-effacy, and agencies. What do you consider the most important lesson you have learned and what advice do you have for your students?

"As I look back on my career, I see that the most important lessons I have learned are that

"It is what you do next. That is the chal-

"We are all working on a new renewal. To hang around a place for once in a lifetime is a good

Dave

Continued from front page

Elected to a sorrowful audience how at one basketball game, Super Dave

Josef Beadle was the perfect pitcher. His
career was thwarted in a tragic fire.

Contact Amanda Zhang at aman-
deadlinesstanford.edu.

Dave

Researchers find way to treat Leukemia

By THE DAILY NEWS STAFF

Researchers at the School of Medicine have discovered a new method to treat a lethal form of leukemia based on a molecular sig-
nal pathway.

In the past, the molecular signal pathway used by the leukemia cells was not recognized by the body and the drugs that blocked it were not effective in treating the disease.

Researchers are also looking at the effect of other drugs that might block the pathway

Dr. Ariella Radwin
Professor Pinchas Giller
Professor Charlotte E. Fonrobert, Coordinator

Jewish musical literature, especially the Zohar. Mystical concepts of the
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Guest lectures by internationally known academicians of kabbalistic
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translator of the Zohar.

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