

The Role of Social Learning in Understanding Deviance

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ABSTRACT What is deviant behavior? From a sociological perspective it is behavior that goes against the grain of social norms in society. It can be argued that a child which has seen domestic violence at home, or may have been abused may result in the child's deviant behavior when the child develops into a youngster. In that sense the study of communication takes into account this individualistic approach that characterizes the socio-psychological customs people possess. Although theoretical approaches have their own views, what is more important is the notion that they share a similar concern for behavior and for the personality traits and thinking processes that produce those behaviors. It can then be argued unequivocally a popular part of socio-psychological approach in the study of communication is with regards to character traits, which identifies personality variables and communicator inclinations that affect how individuals act and react. This leads us to the development of social learning in explaining deviant behavior, violence.