

# Chapter 7

## RECIPROCAL DETERMINISM AND COVID-19

Eda YAŞA ÖZELTÜRKAY<sup>1</sup>  
Hazal Ezgi ÖZBEK<sup>2</sup>

### INTRODUCTION

The year of 2020 introduces a lot of events that human beings are affected all around the world terribly. The New Coronavirus Disease (COVID-19) is a virus that was first reported in late December in Wuhan Province on January 13, 2020, as a result of research undertaken in a patient group who encountered respiratory symptoms (fever, cough, shortness of breath). COVID-19 was first reported in Wuhan, Hubei, China in December 2019, and on March 11, 2020, the World Health Organization (WHO) stated that COVID-19 had become a worldwide pandemic disease (Bedford et al., 2020). The outbreak was originally found in the seafood and animal market in this area. It then spread from person to person and spread to other cities, including Wuhan in Hubei province and other provinces of the People's Republic of China and other world countries (<https://covid19.saglik.gov.tr/TR-66300/covid-19-nedir.html>). Due to the virus spreading rapidly as of January 2020, it has brought many problems encountered for the first time in the economy, culture, education, unemployment, and tourism in most of the countries in the world. Reported cases of COVID-19 were found in 203 countries around the world

<sup>1</sup> Assoc. Prof. Dr. Eda Yaşa Özeltürkay, Çağ University, edayasa@cag.edu.tr

<sup>2</sup> Research Assistant Hazal Ezgi Özbek, Çağ University, hazalezgizobek@cag.edu.tr

In Istanbul (Turkey) at Yenikapı outdoor performing Art Center, the first drive-in concert facility occurred. This is also how some of the concerts, theatres, and cinemas refer to their schedules. All actions are carried out in a sterilized social environment with a capacity of 1,400 vehicles. At the actual entrance, vehicles are disinfected and social isolation is established after the audience is given masks (<https://kultur.istanbul/park-et-seyret-etkinlikleri-tum-hiziyla-devam-ediyor/>).

## CONCLUSION

This chapter discusses the effect of COVID-19 on reciprocal determinism theory. How consumers change their behaviors based on this pandemic. There are several more “short-term impacts” that might make “long-term patterns” possible within this century’s pandemic. COVID-19 has been a major catalytic force for effective behavioral improvement in the organization of businesses, governments, and communities. Because this catalytic behavioral shift continues for a sufficiently long time, it may establish patterns and modifications powerful enough to modify the status quo. Using Bandura’s social-cognitive theory as a novel and useful starting point, this chapter develops a framework intended to guide future research in sustainable consumption related to a new environmental factor that surrounds all over the world (Tandora 2020).

The spread of COVID-19 and related travel and movement bans have invaded almost every part of everyday life. These regulations also threaten to cripple the tourism and hospitality industries; hotel services have stopped and restaurants shutter (Wen et al, 2020). It is seen that, until the time that the Vaccine of COVID-19 is found, we are witnessed to how the new normal of everything influences our livings.

## REFERENCES

1. Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice- Hall, Inc.
2. Bandura, A. (1989). Social cognitive theory. In R. Vasta (Ed.), *Annals of child development*. Vol. 6. *Six theories of child development* (pp. 1-60). Greenwich, CT: JAI Press.
3. Bautista, R. G. (2013). The reciprocal determinism of online scaffolding in sustaining a community of inquiry in physics. *JOTSE: Journal of technology and science education*, 3(2), 89-97.

4. Bin, W., Chu-hong, Z., Qiong-yu, H. et al. (2010, November). Empirical research on the factor of ERP's user customer satisfaction based on triadic reciprocal determinism. In *2010 International Conference on Management Science & Engineering 17th Annual Conference Proceedings* (pp. 58-66). IEEE.
5. Bofah, E. A. T. (2015, February). Reciprocal determinism between students' mathematics self-concept and achievement in an African context.
6. Bower, G. H. (1975). Cognitive psychology: An introduction. In W. K. Estes (Ed.), *Handbook of learning and cognition* (pp. 25-80). Hillsdale, NJ: Erlbaum.
7. Bullock, D., & Merrill, L. (1980). The impact of personal preference on consistency through time: The case of childhood aggression. *Child Development*, 51, 808-814.
8. Burke, L. E., Sereika, S. M., Parmanto, B. et al. (2020). The SMARTER Trial: Design of a trial testing tailored mHealth feedback to impact self-monitoring of diet, physical activity, and weight. *Contemporary Clinical Trials*, 91, 105958.
9. Chen, M. F., Wang, R. H., & Hung, S. L. (2015). Predicting health-promoting self-care behaviors in people with pre-diabetes by applying Bandura's social learning theory. *Applied Nursing Research*, 28(4), 299-304.
10. Costello, T. H., Bowes, S. M., & Lilienfeld, S. O. (2020). "Escape from Freedom": Authoritarianism-related traits, political ideology, personality, and belief in free will/determinism. *Journal of Research in Personality*, 103957.
11. Emmons, R. A., & Diener, E. (1986). Situation selection as a moderator of response consistency and stability. *Journal of Personality and Social Psychology*, 51, 1013-1019.
12. Greenough, W. T., Black, J. E., & Wallace, C. S. (1987). Experience and brain development. *Child Development*, 58, 539-559.
13. Hatfield, J. L. (2017). *Determinants of motivation and self-regulation in aspiring musicians. The mental edge of musicianship*. Norges musikkhøgskole.
14. Hu, M., Zhang, M., & Luo, N. (2016). Understanding participation on video sharing communities: The role of self-construal and community interactivity. *Computers in Human Behavior*, 62, 105-115.
15. Jenkins, L., Hall, H., & Raeside, R. (2018). Applications and applicability of social cognitive theory in information science research. *Manuscript of paper submitted to Journal Librarianship and Information Science*.
16. Kang, K., Lu, J., Guo, L. et al. (2020). How to improve customer engagement: A comparison of playing games on personal computers and on mobile phones. *Journal of theoretical and applied electronic commerce research*, 15(2), 76-92.
17. Lerner, R. M. (1982). Children and adolescents as producers of their own development.
18. *Developmental Review*, 2, 342-370.
19. Neisser, U. (1976). *Cognition and reality: Principles and implications of cognitive psychology*. San Francisco: Freeman.
20. Ogorevc, M., Primc, K., Slabe-Erker, R., et al. (2020). Social feedback loop in the organic food purchase decision-making process. *Sustainability*, 12(10), 4174.

21. Penndorf, J., & Aplin, L. (2020). Environmental and life history factors, but not age, influence social learning about food: a meta-analysis. *Animal Behaviour*, 167, 161-176.
22. Rollins, M., Nickell, D., & Wei, J. (2014). Understanding salespeople's learning experiences through blogging: A social learning approach. *Industrial Marketing Management*, 43(6), 1063-1069.
23. Schiavo, M. L., Prinari, B., Saito, I., et al. (2019). A dynamical systems approach to triadic reciprocal determinism of social cognitive theory. *Mathematics and Computers in Simulation*, 159, 18-38.
24. Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of Business Research*.
25. Snyder, M. (1981). On the self-perpetuating nature of social stereotypes. In D. L. Hamilton (Ed.), *Cognitive processes in stereotyping and intergroup behavior* (pp. 182-212). Hillsdale, NJ: Erlbaum.
26. Tu, C. H. (2000). On-line learning migration: from social learning theory to social presence theory in a CMC environment. *Journal of network and computer applications*, 23(1), 27-37.
27. Utz, S. W., Steeves, R. H., Wenzel, J. et al. (2006). "Working hard with it": self-management of type 2 diabetes by rural African Americans. *Family & Community Health*, 29(3), 195-205.
28. Wen, J., Wang, W., Kozak, M., et al. (2020). Many brains are better than one: the importance of interdisciplinary studies on COVID-19 in and beyond tourism. *Tourism Recreation Research*, 1-4.
29. Williams, T., & Williams, K. (2010). Self-efficacy and performance in mathematics: Reciprocal determinism in 33 nations. *Journal of Educational Psychology*, 102(2), 453-466.
30. Yanti, B., Wahyudi, E., Wahiduddin, W. et al. (2020). Community knowledge, attitudes, and behavior towards social distancing policy as prevention transmission of COVID-19 in Indonesia. *Jurnal Administrasi Kesehatan Indonesia*, 8(2), 4-14.
31. Zuber, R. (2015, September). Reflexive and reciprocal determiners. In *International Tbilisi Symposium on Logic, Language, and Computation* (pp. 185-201). Springer, Berlin, Heidelberg.
32. Brown, A. (2020, July 21). At SoCal's drive-in concerts, fans, artists and promoters make the best of a live-music apocalypse. *Los Angeles Times*.
33. Retrieved 18 September 2020 from <https://www.latimes.com/entertainment-arts/music/story/2020-07-21/drive-in-concerts-covid-19-fishbone-kehlani>
34. "Park Et Seyret" etkinlikleri devam ediyor! (2020, August 21). Retrieved 18 September 2020 from <https://kultur.istanbul/park-et-seyret-etkinlikleri-tum-hiziyla-devam-ediyor/>
35. Armonk, N.Y. (2020, May 1). IBM Study: COVID-19 is significantly altering U.S. consumer behavior and plans post-crisis. *IBM News Room*. Retrieved 18 September 2020 from <https://newsroom.ibm.com/2020-05-01-IBM-Study-COV->

- ID-19-Is-Significantly-Altering-U-S-Consumer-Behavior-and-Plans-Post-Crisis?mhsrc=ibmsearch\_a&mhq=CONSUMER%20BEHAV%C4%B0OR
36. Talbott, C. (2020, March 22). Why are people hoarding toilet paper during the coronavirus pandemic? *Union-Bulletin*. Retrieved 18 September 2020 from [https://www.union-bulletin.com/news/health\\_fitness/coronavirus/why-are-people-hoarding-toilet-paper-during-the-coronavirus-pandemic/article\\_fe025464-6fca-5389-8fc0-3d5d755cb7aa.html](https://www.union-bulletin.com/news/health_fitness/coronavirus/why-are-people-hoarding-toilet-paper-during-the-coronavirus-pandemic/article_fe025464-6fca-5389-8fc0-3d5d755cb7aa.html), Mar 22, 2020
  37. Tandon O, Tandon, P (2020, March 28). Can crisis be a catalyst for change? 6 'emergent' post-COVID trends. Retrieved 18 September from [www.linkedin.com/pulse/can-crisis-catalyst-change-6-emergent-post-covid-trends](http://www.linkedin.com/pulse/can-crisis-catalyst-change-6-emergent-post-covid-trends).
  38. [https://en.wikipedia.org/wiki/Reciprocal\\_determinism](https://en.wikipedia.org/wiki/Reciprocal_determinism)