

In the leading newspaper in Guatemala City. An ítem written by Roberto Moreno Godoy, Rector of the Universidad de Valle de Guatemala, on the occasion of the conferreal of the Doctorate Honoris Causa.

Albert Bandura

By Roberto Moreno Godoy

May the efficacy force be with you.

The XXXII Congress of the International Society of Psychology took place in Guatemala this week. Such event represents a prestigious platform for academic exchange between professionals and students interested in this discipline. This year's congress, with the theme "Psychology: A Road to Peace and Democracy," attracted 1550 participants from 35 nationalities, including several experts recognized worldwide. A great effort among institutions allowed an event of such extraordinary quality to take place in our country.

Among the most prominent participants could be found Albert Bandura. Three years ago, the magazine of Stanford University, an institution with which he has collaborated for more than fifty years, included an article in his honor entitled "*Confidence Man.*" This publication makes evident the prolific work of a pioneer in psychology, who has put his theories to work helping people to believe in themselves and in their capacity to change the world. Half a century ago, his argument that personality is forged by the interaction between heredity, environment, and behavior, introduced revolutionary changes in this field. His contributions, linked to the theory of social learning and the notion of self efficacy, among others, puts his name among the principal authorities in the history of psychology, next to Piaget, and Freud. Multiple are the applications of Dr. Banduras' research to medicine, education, public health, sports, and the environment, among other areas. He has thus contributed to the transformation of the lives of thousands of people.

During his visit, Albert Bandura received a Doctorate Honoris Causa from the Universidad del Valle de Guatemala. I was tremendously impressed by his energy, his simplicity, and his people skills, as well as the brightness of his eyes when speaking of modeling and his most recent studies on moral disengagement. He is convinced that his findings will contribute to the facing of global crises and to the development of a better world for all. Nevertheless, what most impressed me was the affection with which the audience received him. Regardless of the long trip and exhausting day, Dr. Bandura did not skimp efforts to share his knowledge, converse with the participants, sign autographs, return greetings or a smile, have photographs taken with each of the hundreds of people who wanted a keepsake of the moment they had met someone who has been called the greatest psychologist of the present time. There is no doubt that one of the foundations of greatness is humility, a virtue only found through wisdom, self confidence, and integrity.