

SOCIAL LEARNING THEORY

- Builds upon the first two that you have learned about (Classical and Operant)

“Does the steady diet of media violence foster increased aggression?”

Amazing!

Can classical and operant conditioning account for all learning? Absolutely not!



Albert Bandura

He's the dude, when it comes to observational learning

OBSERVATIONAL LEARNING

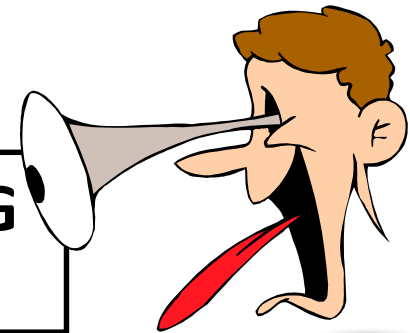
Definition: Observational Learning occurs when an organism's responding is influenced by the observation of others, who are called models

Bandura: believed and demonstrated that (classical and operant) conditioning could take place through observational learning.

“Do as I say not as I do” – doesn't always work! Parents who tell a child that “hitting is bad, but use physical violence in the home to curb behavior, can indirectly model this behavior, teach their child it's ok to hit.

Four Key Processes – Crucial to Learning

1. Attention - to learn you must pay attention
2. Retention – you must store (mental /cognitive) what you have witnessed
3. Reproduction – can we do this with everything? Dunking a basketball?
4. Motivation – depends on whether you encounter a situation that could provide a “payoff”



Comparing and Contrasting Bandura & Skinner

Both assert that reinforcement is a crucial determinant of behavior, however, Bandura maintains that reinforcement influences performance rather than learning per se

