

Social Learning Theory

Learning can occur simply through observing others - also known as MODELS - in our environment



How might we link this to Social Learning Theory? How do the children learn?

Bandura and the SLT



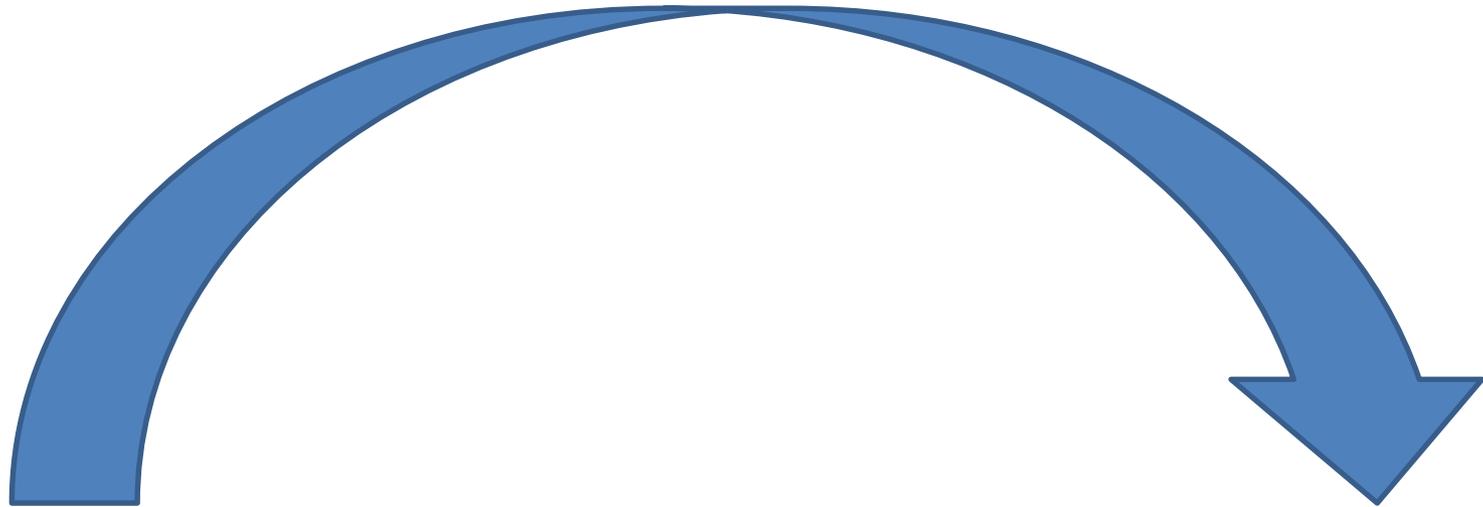
- Learning occurs from **OBSERVING** others.
- The mind, behavior and the environment **ALL** play a role in learning behavior
- This deals with the major criticism of Behaviorist approach (which ignores mental processes,) by taking account of cognitive processes.

Social Learning Theory

SOCIAL LEARNING THEORY

Mind-Behaviour-Environment

The cognitive processes involved in learning.



BEHAVIORISM

FOCUS ON HUMAN
BEHAVIOR IN
RESPONSE TO
REWARD/PUNISHMENT

COGNITIVE

FOCUS ON THE
INTERNAL MENTAL
PROCESS BETWEEN
STIMULUS AND
RESPONSE

Bandura's Theory of SLT

- We learn through **MODELING** - Modeling involves learning through the observation of other people (models), which may lead to imitation (repetition) of the behavior.



Quick task:

- List as many different models as you can that would influence a child growing up in the 21st Century.
- What would children learn from these models?





The four conditions for social learning

ATTENTION: The individual notices someone in their environment

RETENTION: The individual remembers what they have observed

MOTOR REPRODUCTION: The individual replicates the behavior shown by the model

MOTIVATION: The individual seeks to demonstrate the behavior that they have observed

Social Learning Theory

TASK 1: Come up with your own scenario to explain social learning theory (use the video clip from earlier to help you - e.g. smoking, road rage etc).

TASK2: Using this scenario and write the **COGNITIVE PROCESS** of the Social Learning Theory.

WHAT ARE THE 4 CONDITIONS OF SLT AND HOW DO THEY ILLUSTRATE YOUR EXAMPLE.

EXTENSION: Draw this cognitive process in your notes **AS A PICTURE** and **BE CREATIVE!**

(NOTE: Mnemonic revision!)

Learning is through direct and indirect (vicarious) reinforcement.

- Vicarious Reinforcement - learning NOT a result of direct reinforcement, rather an individual's observation of another person's experiences

EXAMPLE:

Shelby is five years old and is watching her favorite cartoon.

The cartoon shows a young girl helping her mother with the house work and the mother praises the daughter for doing so. After Shelby then offers to help her mother with the house work.

Shelby is not receiving any DIRECT reinforcement to persuade her to help her mother?

- Why does Shelby do this?

VICARIOUS REINFORCEMENT

- She observed the girl in the cartoon being praised for her behavior and is now motivated to replicate this behavior herself in order to gain similar praise.

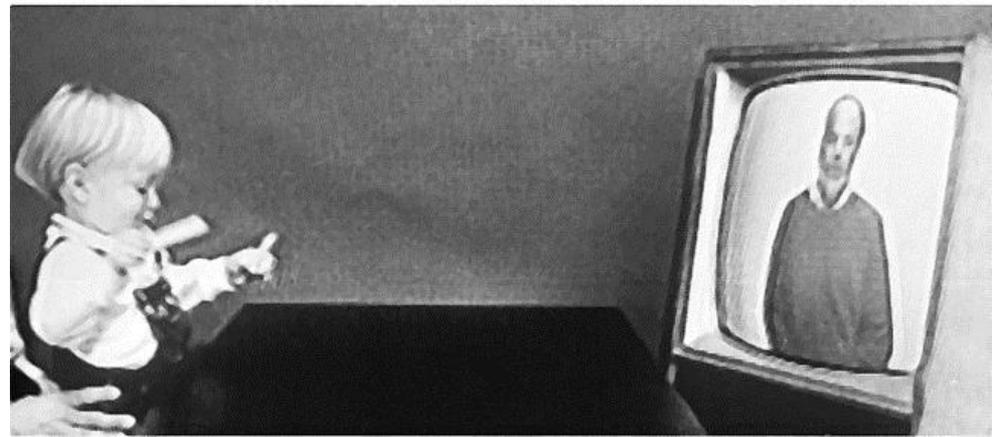
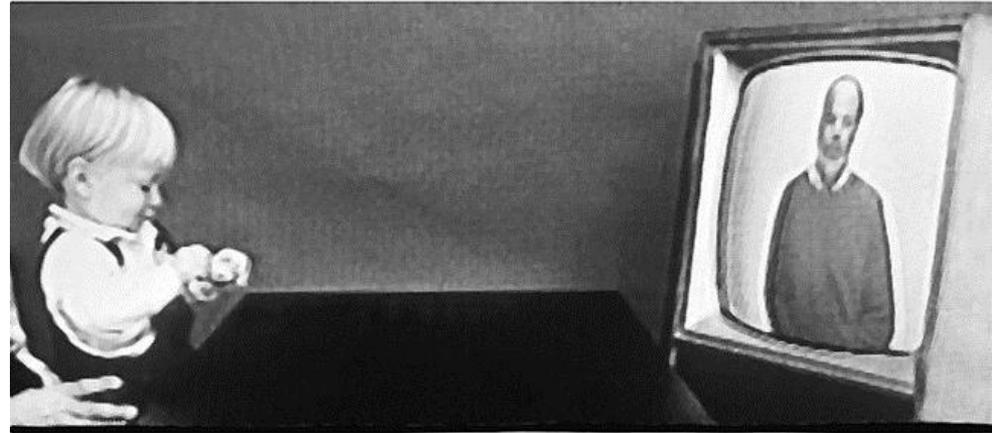


Types of Models

- LIVE MODELS - physically present in our environment e.g. mother, teacher, pop star etc.
- SYMBOLIC MODELS - e.g. people in films, books, cartoons etc.
- SYMBOLIC MODELING is considered to have a greater effect on cultures where media is widely available.

Imitation Onset

Learning by observation begins early in life. This 14-month-old child imitates the adult on TV in pulling a toy apart.



The BoBo Doll Experiment

- AIM: To see whether children would imitate aggressive behavior
- Hypotheses: Children exposed to an aggressive model would produce more imitative aggressive acts than both the other conditions (control and non-aggressive).

Children exposed to the non-aggressive model will show less aggression than the group that saw no model.

METHOD:

72 boys and girls from the
Stanford University
Nursery School.

Mean age = 4;4

Aggressive Condition

24 children observed an
adult being aggressive to a
bobo doll

Non-Aggressive Condition

24 children observed an
adult playing and ignoring
a bobo doll

Control Group

24 participants

TWO CONDITIONS

- Condition one.....

1

I hate you!!!



1. AGGRESSIVE CONDITION

- Children taken to room with toys in it and watched:

A VIDEO

- Aggressive model = played with toys then started acting aggressively towards BoBo doll

TWO CONDITIONS

- Condition two....

2

I just like to play with these toys not the Bobo Doll



NON AGGRESSIVE CONDITION

- Children taken to room with toys in it and watched:
- ### A VIDEO
- Non aggressive model = played with the toys and did not play with the BoBo doll at all.

Three endings to the video:

- 1. Adult in the film commented **POSITIVELY** on the video
- 2. Adult commented **NEGATIVELY** on the behavior
- 3. The adult made **NO** comment

After 20 minutes...

- Experimenter took the children into another room with lots of toys!
- Told them to play with whatever they wanted!



I can play
with any of the
toys
now!!

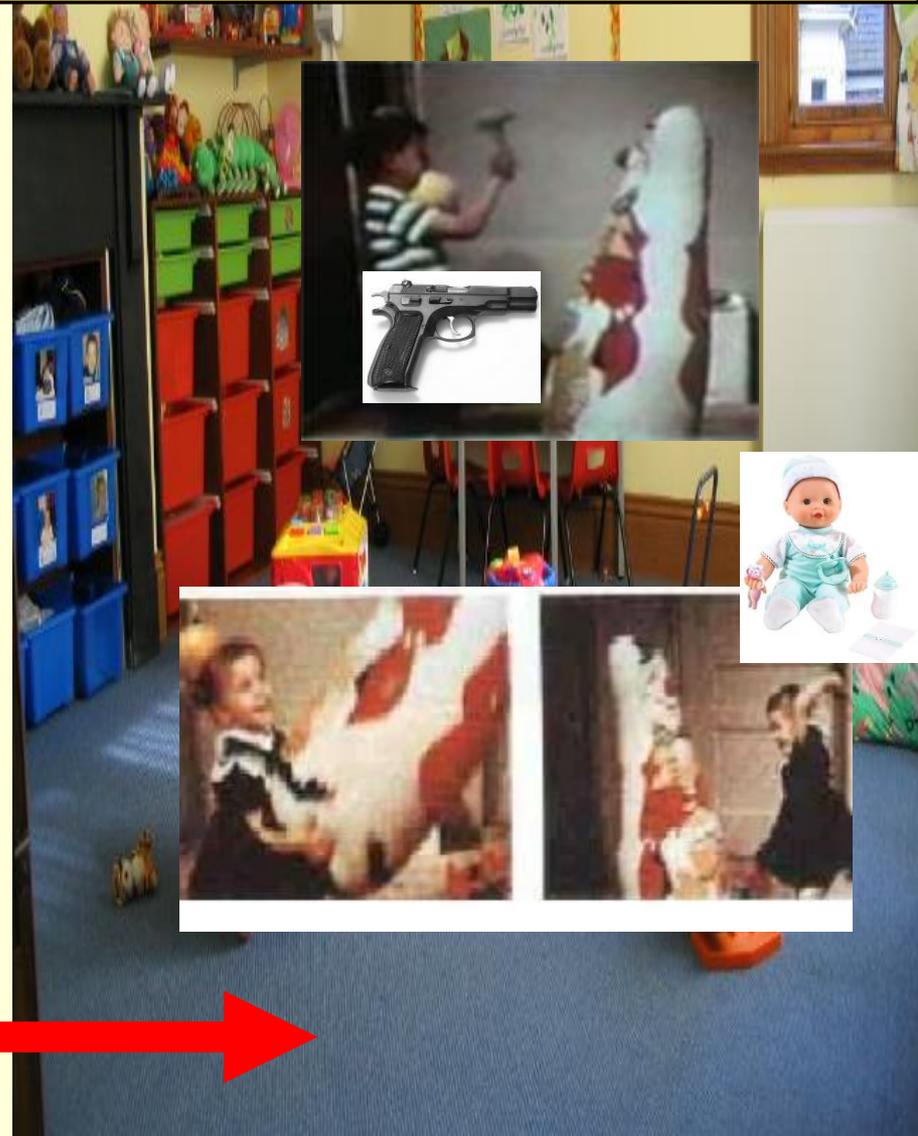


Next...

- This room contained aggressive and non-aggressive toys and a 3-foot BoBo doll.
- Child was in the room for 20 minutes
- Their behavior was rated by observing through a one-way mirror.

RESULTS

2. The children in the aggressive model condition made more aggressive responses than the children in the non-aggressive model condition.



Novel Ways of being aggressive also used
Such as Doll/Hammer/Gun
Even though it was not modelled

1. Boys more physically aggressive than girls

I don't feel like hitting the BOBO right now but I might shout at it later



GRRR
PUNCH



Girls seemed to be more influenced by the **NEGATIVE COMMENTS** from the video than boys.



**STOP
IT!**



The man said
you should
not do that!



Conclusions

- The findings support Bandura's Social Learning Theory.
- That is, children learn social behavior such as aggression through the process of observation learning - through watching the behavior of another person.

Children learn in conjunction with other MEDIATING COGNITIVE FACTORS.

monkey see . . .



. . . monkey do

Bandura - Bobo Doll



Possible evaluation points of BoBo Doll

• Strengths

- High Control - more insight into cause and effect because we can manipulate the environment and see what impact it has.
- Replicable - similar results consistently found - this means it has RELIABILITY

• Weaknesses

- It has taken place in a lab and NOT a real life setting - how do we know children would react like this in the real world - this means it lack ECOLOGICAL VALIDITY
- Ethical Issues
- Is it actual aggression or just harmless play?

Applications of Observational Learning

- Unfortunately, Bandura's studies show that antisocial models (family, neighborhood or TV) may have antisocial effects.
- Disinhibition:
 - get rid of a phobia or fear by watching someone else engage in similar behavior
 - Snakes, dogs, etc.



Applications of Observational Learning

- But disinhibition also occurs in less-positive instances.
- U.S. network programs offer about 3 violent acts per hour during prime time, and 18 violent acts during children's Saturday morning programs.
- Average child growing up in the 1990's viewed 8000 t.v. murders, and 100,000 other acts of violence before finishing *elementary school* (Die Hard I 264 deaths.)



Does the reel world affect the real world?

- In 1993 two British 10-year-olds murdered a 2-year-old
 - Judge suspected that their exposure to “violent video films” was one possible influence
- Teen assassins killed 13 of their Columbine High School classmates
 - Repeatedly watched *Natural Born Killers* and frequently played splatter games such as *Doom*

Does the reel world affect the real world?

- The more hours elementary school children spend engaged with media violence, the more often they get into fights when studied 2 to 6 months later
- 14-year-olds who watch 3 or more hours of t.v. daily committed 5 times as many aggressive acts between 16-22 than those who watched less than one hour
- Homicide rates in the U.S. and Canada doubled between 1957 and 1974, coinciding with the introduction and spread of t.v. (the same has happened in other parts of the world)

Possible Evaluation Point for SLT

Strengths

Takes into account
COGNITIVE
PROCESSES

Has many
applications
(gender roles)

Weaknesses

Does not explain individual differences - e.g. reinforcement to one child might not be the same for another

Does not account for ALL behaviour e.g. becomes a criminal, despite not associating with criminals