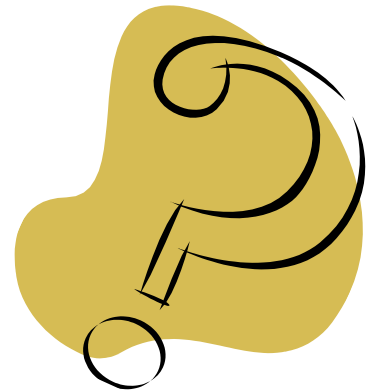


Social Learning

What is social learning?

- People learn from the behavior of others
- Albert Bandura – famous social psychologist who believed that other famous psychologists had missed the most important aspect of learning
 - Believed that much of our behavior is decided from observation



Observational Learning

- ▣ We learn patterns of behavior by watching others and deciding what to imitate
- ▣ i.e. – a child who observes abuse in his house when he is growing up may learn to be abusive as an adult.
- ▣ From the parent a child learns speech patterns, personal habits, and how to react to other people



Observational vs. Social Learning

- Social learning refers to *all* learning in a social situation
- Observational learning is the part of social learning which people and animals observe and imitate behavior

Albert Bandura

- Believed in an “inner person”
 - Able to analyze events and make decisions before giving a response
 - i.e. – If someone playfully hits you, you won’t react harshly and punch them in the face
- Believed in imitation as a type of social learning



Bandura's Experiment

- Demonstrated that children who observe aggression from adults will be aggressive themselves
- Children observed as adults hit and punched plastic dolls, and were then left alone with the dolls
 - The children exhibited the same behavior as the adults

Bandura's Experiment Cont.

Adult →



Child →



Results of Bandura's Experiment

- Showed the importance of imitation in social learning
- Showed that learning does not necessarily require specific reinforcement, such as a reward
 - Social learning can occur by exposure and imitation alone