LEARNING OUTCOME

Explain social learning theory with reference to two studies
EXPLAIN

✧ Give a detailed account including reasons and causes
THE FOCUS IS

- One the theory which you support with examples from the two studies.
WHAT IS SLT?

- **Simple definition:**

  - A theory of learning that assumes that people learn through observation and mental processing of information.

- Observational learning is: learning a behaviour by observing the consequences that others receive for performing it.

- this model can be direct (parent) or indirect (TV) and can be intentional or unintentional.
SOCIAL LEARNING THEORY

- Attention
- Retention
- Motivation
- Motor reproduction

Social Learning
FACTORS INVOLVED

- **Attention:** person must attend to the model
- **Retention:** person must remember the behaviour
- **Motor reproduction:** person has to be able to replicate behaviour
- **Motivation:** must want to demonstrate what they learnt
BOBO DOLL STUDY

Can you identify the factors of SLT in this footage?
MOTIVATION

Some factors which may influence motivation to demonstrate behaviour learnt through modelling:

- **Consistency** across situations
- **Identification with the model** has similar characteristics e.g. age and gender
- **Rewards/punishment** vicarious reinforcement
- **Liking the model** warm and friendly models are more likely to be imitated than cold and uncaring models. Yarrow et al (1970) children learn altruistic behaviour better from people they have already developed a friendly relationship with than strangers.
TO DO

- List models children would be more likely to imitate
- Make an assessment about the possible positive and negative consequences of learning from these models
Write up the Bobo Doll study:

- Type of research method:
- IV and DV:
- Conditions:
- Participants:
- Method of recording:
- Findings:
- Evaluation:
AIM
IV DV CONDITIONS
PARTICIPANTS
Do not call the Bobo doll study an observation as the observational data was quantified to compare aggression across 4 conditions.

Multiple observers provided interobserver reliability which reduces researcher bias. The Bobo doll study had a high correlation coefficient which is a strength of the experiment.

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FINDINGS
EVALUATION