Social Learning Theory

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What is Learning?

Learning is the construction of those behavior patterns (knowledge) which society expects. It is developed through a process by which there is shared control between Behavior (B), the Environment (E), and the internal events that influence Perceptions (P)

Albert Bandura
Bobo Doll Experiment
A neutral stimulus becomes associated with a meaningful stimulus, eliciting a conditioned response

Lev Vygotsky
Zone of Proximal Development
- Learning is most effective in the zone of proximal development

Edwin Sutherland
Differential Association Theory
The response that has most recently occurred after a particular stimulus is the response most likely associated with that stimulus

MIller and Dollard
Social Learning and Imitation
Behavior is shaped by consequences, including reinforcement and punishment
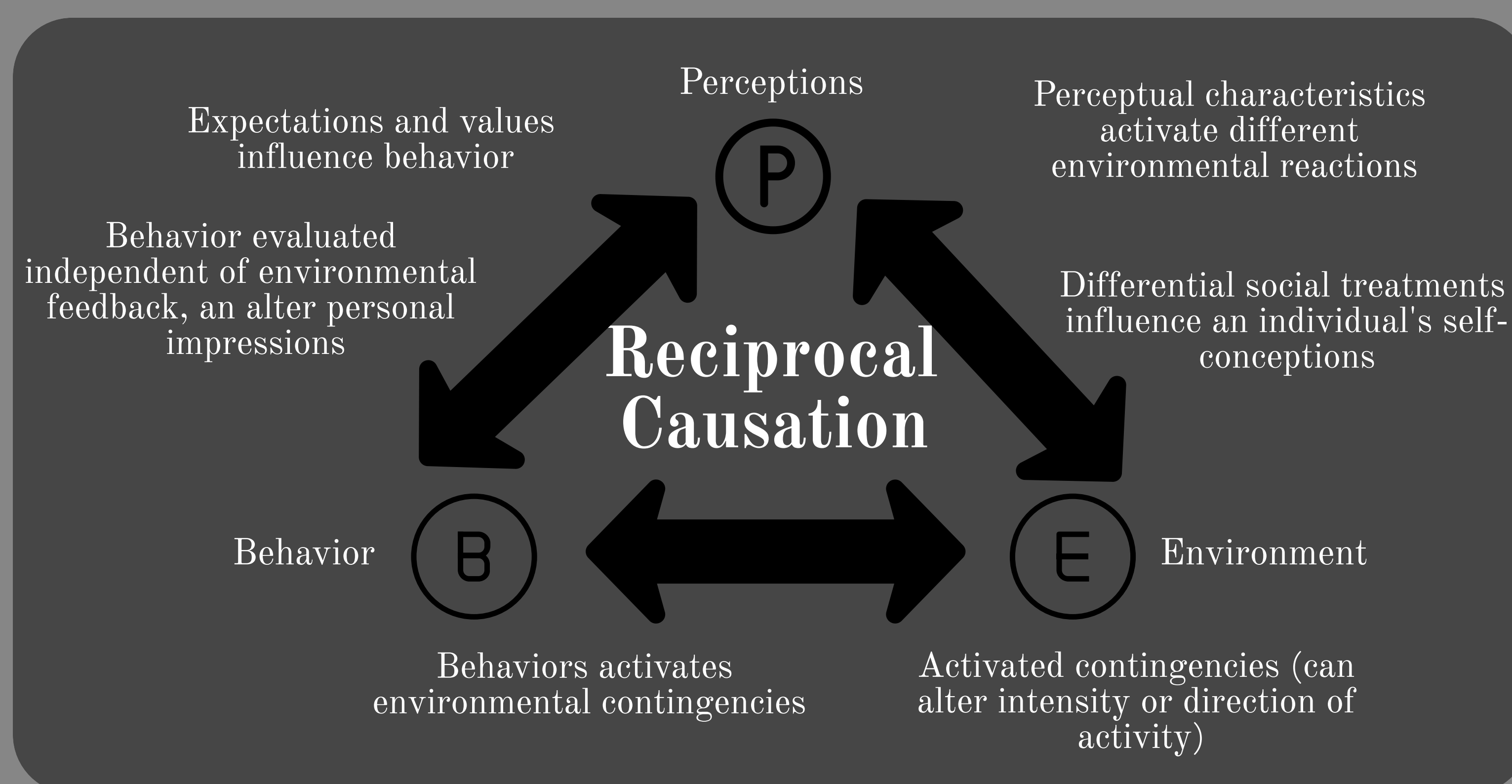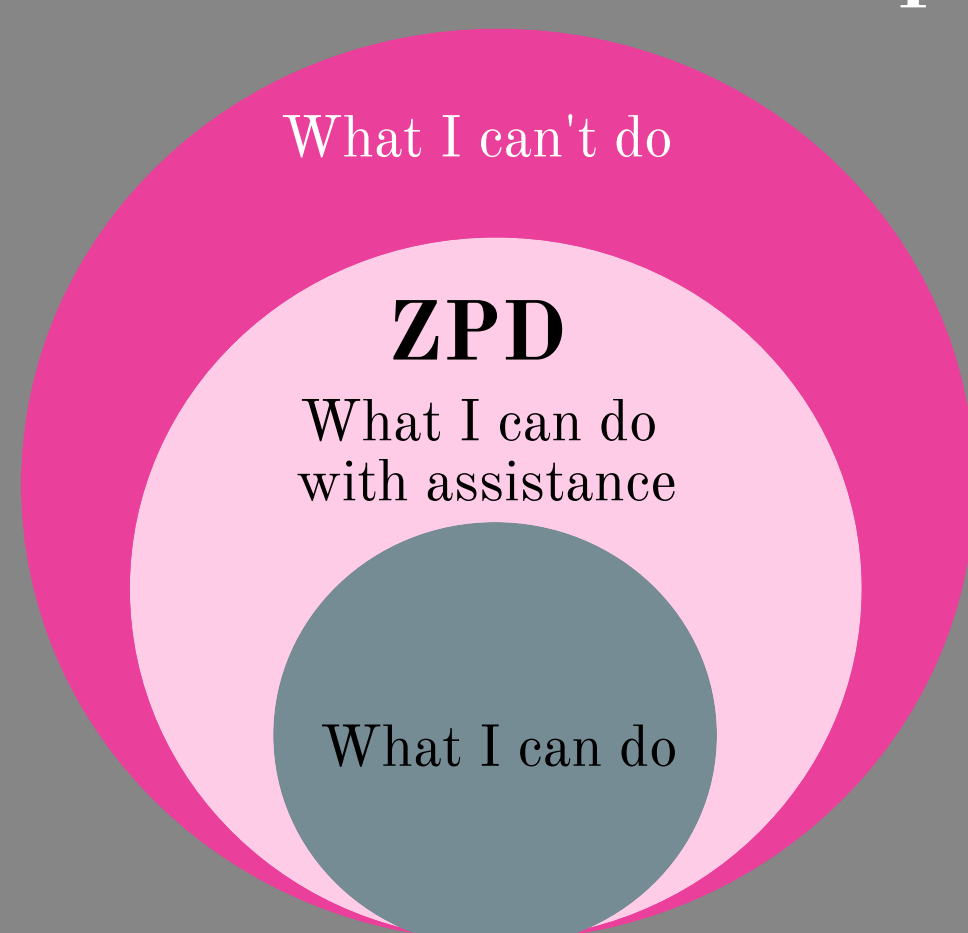
Julian Rotter
Locus of Control
If the locus of control is external, we are likely to blame the outcome on luck or happenstance, if th locus of control is internal, we are likely to believe that our own actions determine the outcome.
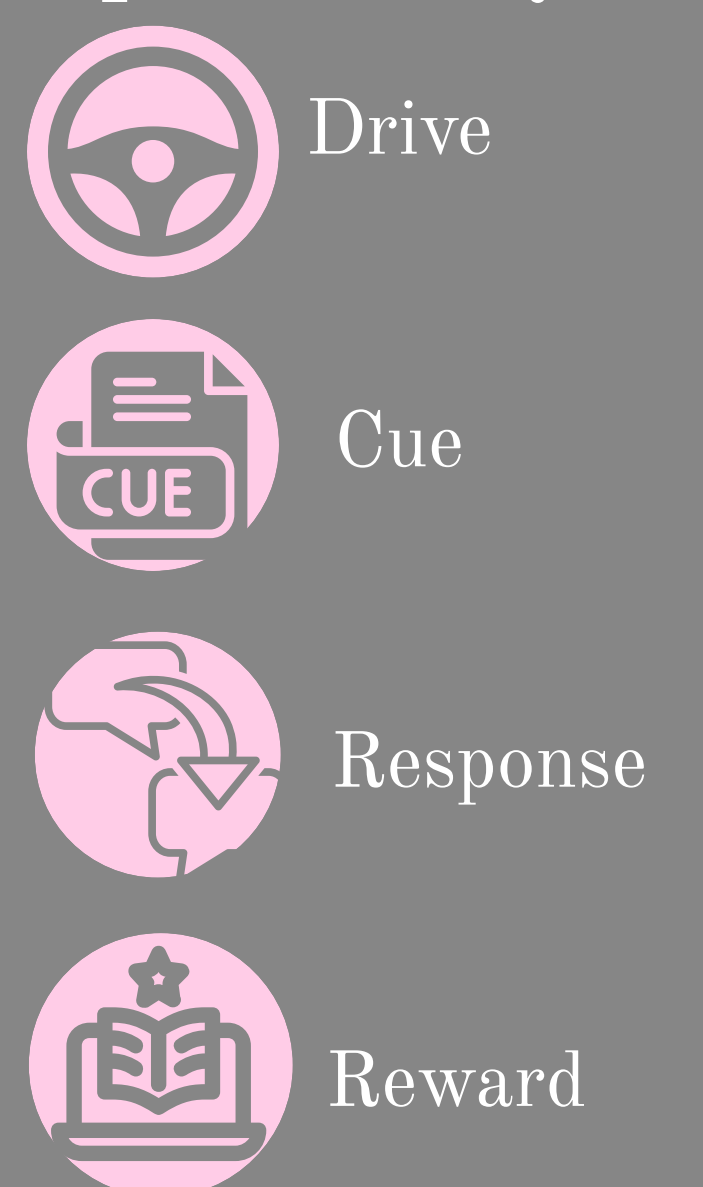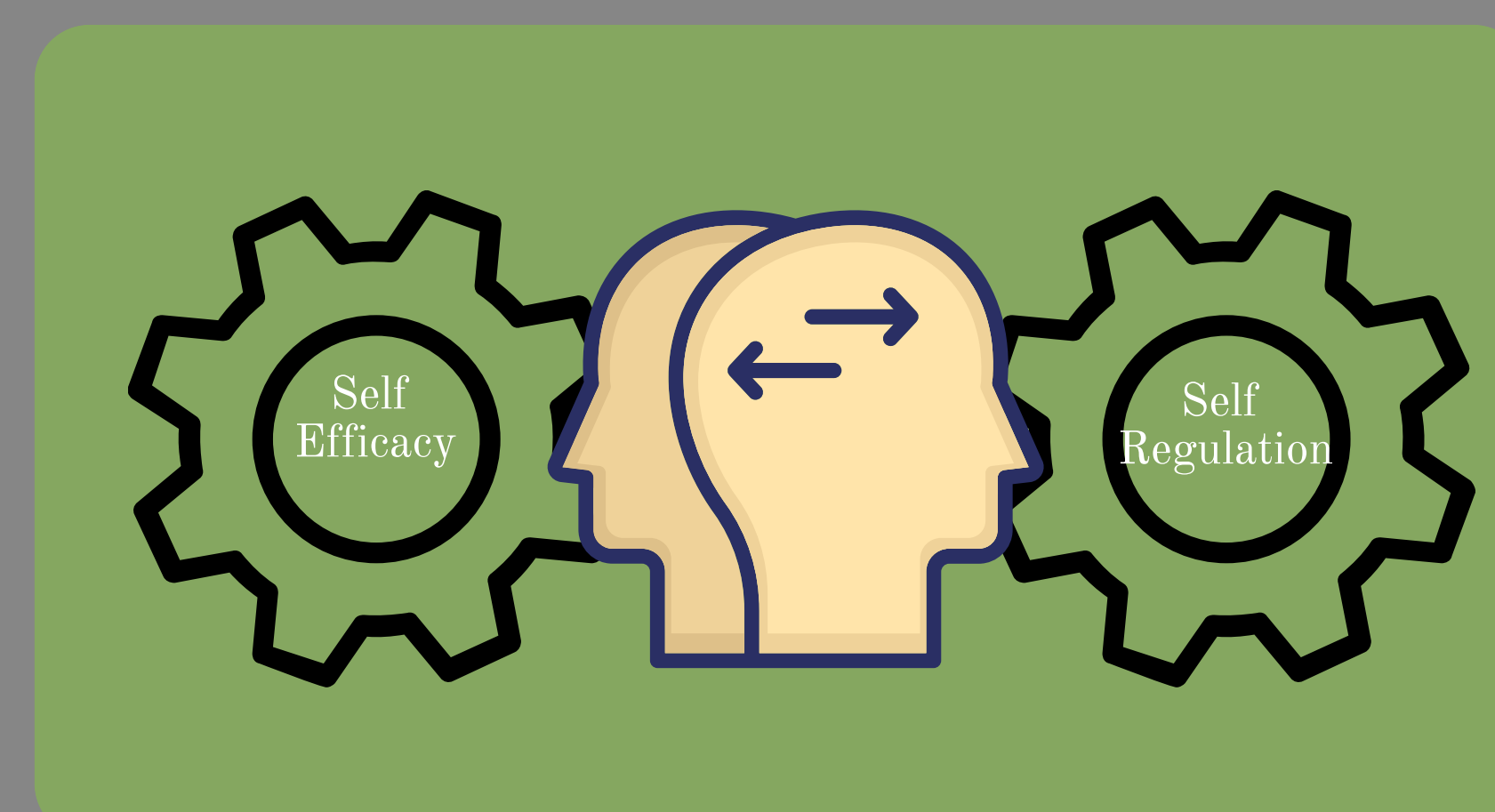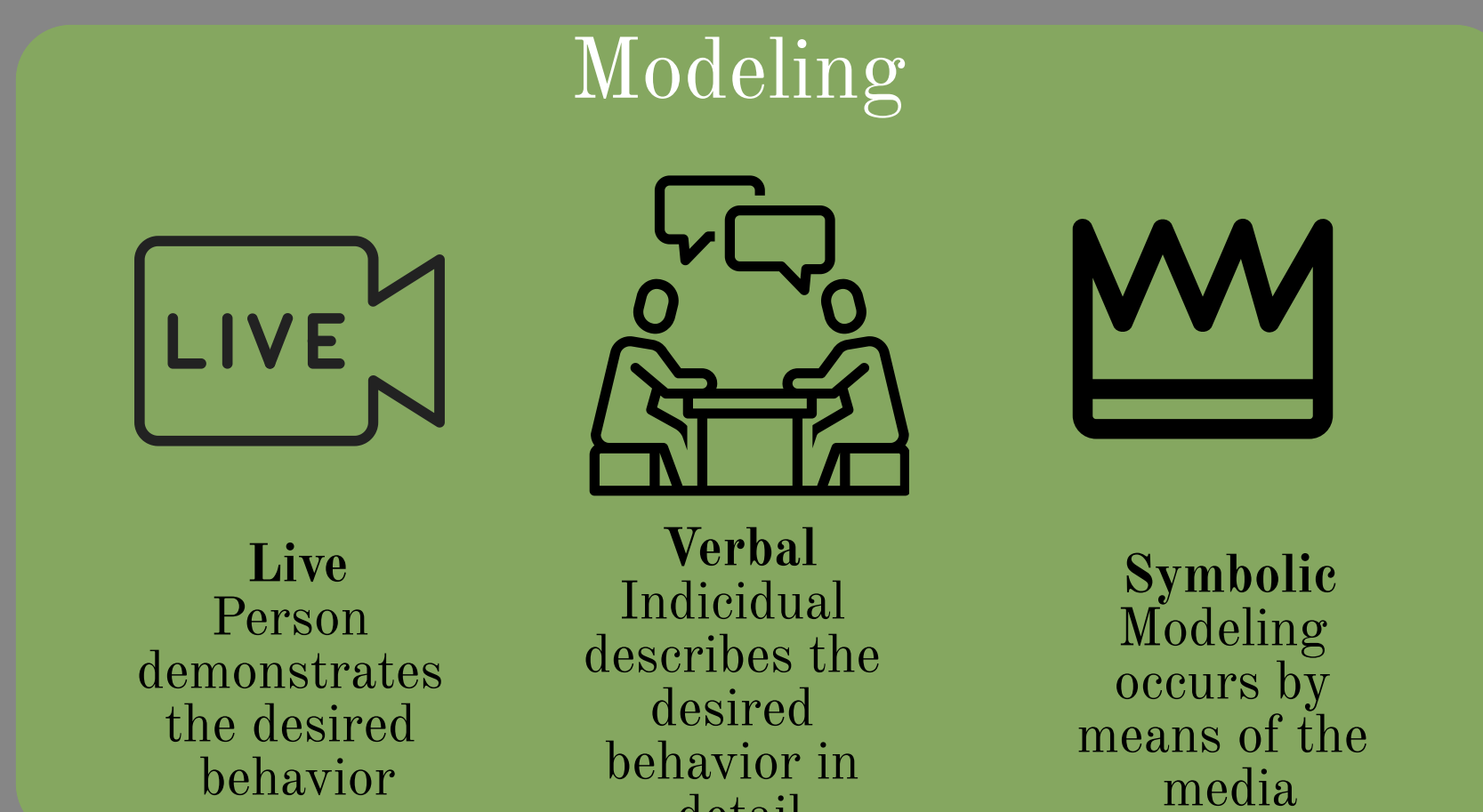
Bobo Doll Experiment
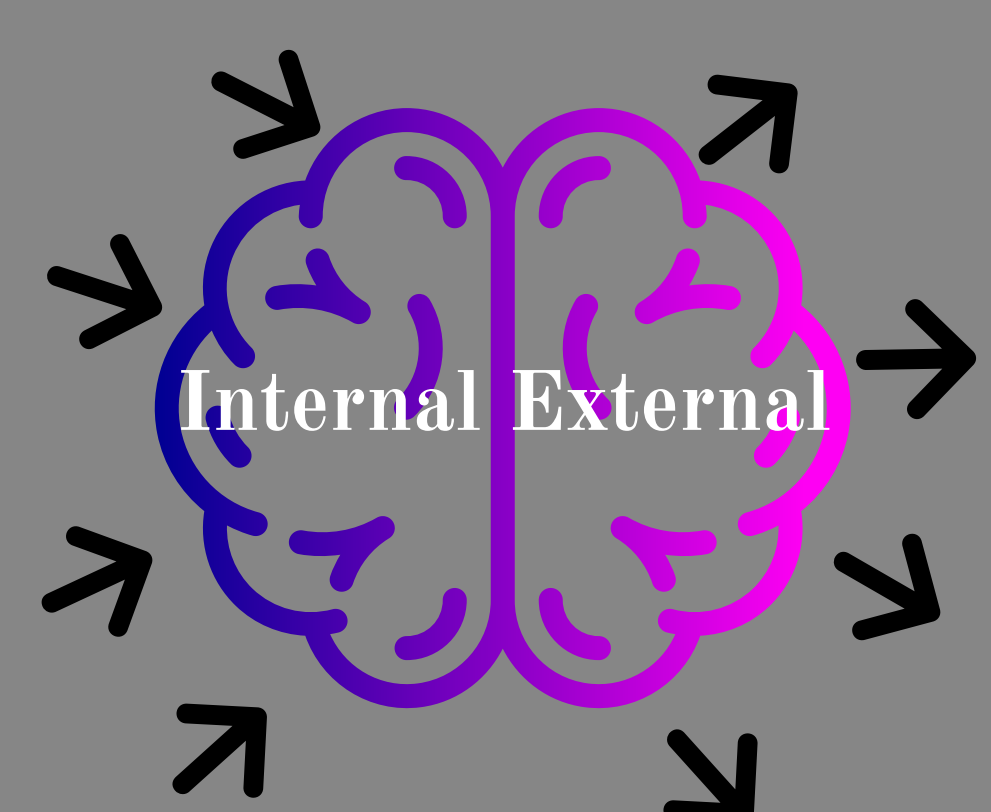

Zone of Proximal Development

What I can't do
ZPD
What I can do with assistance
What I can do

Reciprocal Causation

Perceptions (P)

Expectations and values influence behavior

Behavior evaluated independent of environmental feedback, an alter personal impressions

Perceptual characteristics activate different environmental reactions

Differential social treatments influence an individual's self-conceptions

Behavior (B)

Environment (E)

Behaviors activates environmental contingencies

Activated contingencies (can alter intensity or direction of activity)

Learned Behavior pattern makes up structure of personality

- Drive
- Cue
- Response
- Reward

Modeling

Live
Person demonstrates the desired behavior

Verbal
Indicidual describes the desired behavior in detail

Symbolic
Modeling occurs by means of the media

Self Efficacy

Self Regulation

Locus of Control

Internal External

Key Terms and Assumptions

- Modeling: Demonstration of behavior to others by a model
- Imitation: The mimicking action of the models by the observers
- Self-Regulation: A system that results in self-direction. It develops as individuals create their own idea about appropriate and inappropriate ideas, and choose their actions accordingly
- Self-Efficacy: It is the conviction that one can successfully execute behavior
- Social nature of learning: Because the nature of humans is social, we learn through social interaction
- Self-Reinforcement: The observer (learner) increases a behavior independent of the consequences of the environment or observation, the emphasis (self-reinforcement) is through the perception of the learner

- People learn by observing the behaviors of others as well as by observing the outcomes of those behaviors, i.e. consequences of a model behavior affect the observer's behavior vicariously

- Learning can occur without a change in behavior, e.g. behaviors are not demonstrated unless there is a reason

- The consequences of behavior play a role in learning, e.g., expectation of reinforcement influences cognitive processing that promote learning

- Cognition plays a role in learning, e.g., attention, mental repeating to strengthen connections within the schema, memory codes, etc.

References
Ormrod, J.E. (2012) Human Learning (8th edition). Upper Saddle River, NJ: Pearson Education
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Graphics from: Wikipedia, Piktochart, Dollard & Miller – Personality Psychology (wordpress.com), Social Learning Theory: How Bandura's Theory Works (verywellmind.com)