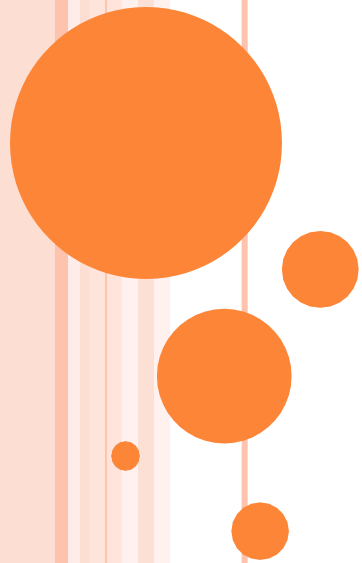
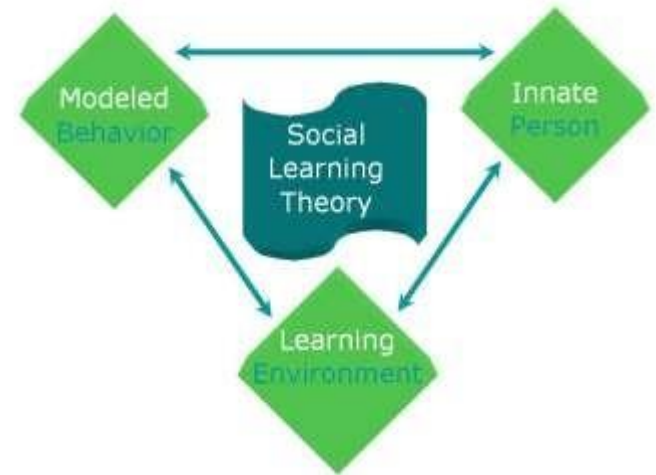


ALBERT BANDURA AND SOCIAL LEARNING THEORY



INTRODUCTION

- Social learning theory emphasizes on the importance of observing and modelling the behaviours, attitudes and emotional reactions of others.
- Social learning theory focuses on the learning that occurs within a **social context**.
- He stressed the importance of observational learning, imitation and modeling.



ALBERT BANDURA



- Born on December 4, 1925
- Canadian, American
- Studied at University of British Columbia and University of Iowa.
- Researched and taught at Stanford University
- Elected president of American Psychological Association in 1974
- Famous for research on social learning theories.

“..most learning is gained by people’s perception and thinking about what they experience. They learn by copying the examples of others around them.”

- Albert Bandura



BASIC SOCIAL LEARNING CONCEPTS

- Observational Learning - People can learn through observation
- Intrinsic Reinforcement – Mental states are important for learning
- The Modeling Process – Learning does not lead to a change in behaviour.



OBSERVATIONAL LEARNING

- A live model: Involves an actual individual demonstrating or acting out a behavior.
- A verbal instructional model: Involves descriptions and explanations of a behavior.
- A symbolic model: Which involves real or fictional characters displaying behaviors in books, films, television programs, or online media.



INTRINSIC REINFORCEMENT



- Intrinsic reinforcement is a form of internal reward, such as pride, satisfaction and a sense of accomplishment



THE MODELING PROCESS

- Not all observed behaviors are effectively learned. Factors involving both the model and the learner can play a role in whether social learning is successful.
- The following steps are involved in the observational learning and modeling process:
 - **Attention**
 - **Retention**
 - **Motor reproduction**
 - **Motivation**



ATTENTION



RETENTION



REPRODUCTION



MOTIVATION



PRINCIPLES OF SOCIAL LEARNING THEORY

- People can **learn by observing** the behaviour of others and the outcomes of those behaviors.
- Learning can occur **without a change** in behavior.
- Cognition plays a **role** in learning.



SOCIAL LEARNING PERSPECTIVE OF REINFORCEMENT AND PUNISHMENT

- 1) SLT proposes that both reinforcement and punishment have indirect effects on learning. They are not the sole or main cause.
- 2) Reinforcement and punishment influence the extent to which an individual exhibits a behaviour that has been learned.
- 3) The expectation of reinforcement influences cognitive processes that promote learning. Therefore attention plays a critical role in learning. And attention is influenced by the expectation of reinforcement.



COGNITIVE FACTORS IN SOCIAL LEARNING

- ❑ Learning without performance
- ❑ Cognitive processing during learning
- ❑ Expectations
- ❑ Reciprocal causation
- ❑ Modeling



RESEARCH EXPERIMENTS

- Bobo the clown
 - Boys and girls watched a video of a person performing violent acts on a blowup clown named Bobo. Use of kicking, punching and hammering were modeled.
 - When children were then left alone with the same blowup clown they performed the same behaviors they had observed.
 - Watch Bandura and the Bobo experiment



STILL IMAGES FROM BOBO EXPERIMENT



VIDEO

The brain: a secret history- emotions; Bobo doll experiment

<https://youtu.be/zerCK0IRjp8>



THERE ARE THREE CORE CONCEPTS OF THE SOCIAL LEARNING THEORY

- People can learn through observation
- Internal mental state is essential in the learning process
- Learning does not necessarily lead to change in behavior



WHAT DO TEACHER DO UNDER THIS THEORY?

- To promote effective modeling a teacher must take sure that the four essential conditions exist; attention, retention, motor reproduction and motivation.
- Teachers must model appropriate behaviors and take care that they do not model inappropriate behaviors.
- Teachers should help students set realistic expectations for their academic accomplishments.




WHAT DO STUDENTS DO UNDER THIS THEORY?

- Students often learn a great deal simply by observing other people.
- Students must believe that they are capable of accomplishing school tasks.
- Students should closely observe appropriate behaviors and learn from them.



APPLYING BANDURA'S THEORY IN THE CLASSROOM

- Carefully select audiovisuals that are to be used in the classroom.
 - Create a sense of collective-efficacy by emphasizing team work.
 - Set goals for students to accomplish, have them keep a record of these accomplishments. Once a month take the record out and celebrate their hard work.
 - Incorporate technology by putting the students challenges and accomplishments online on the class website so they can show their friends and family.
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THANK YOU 😊

