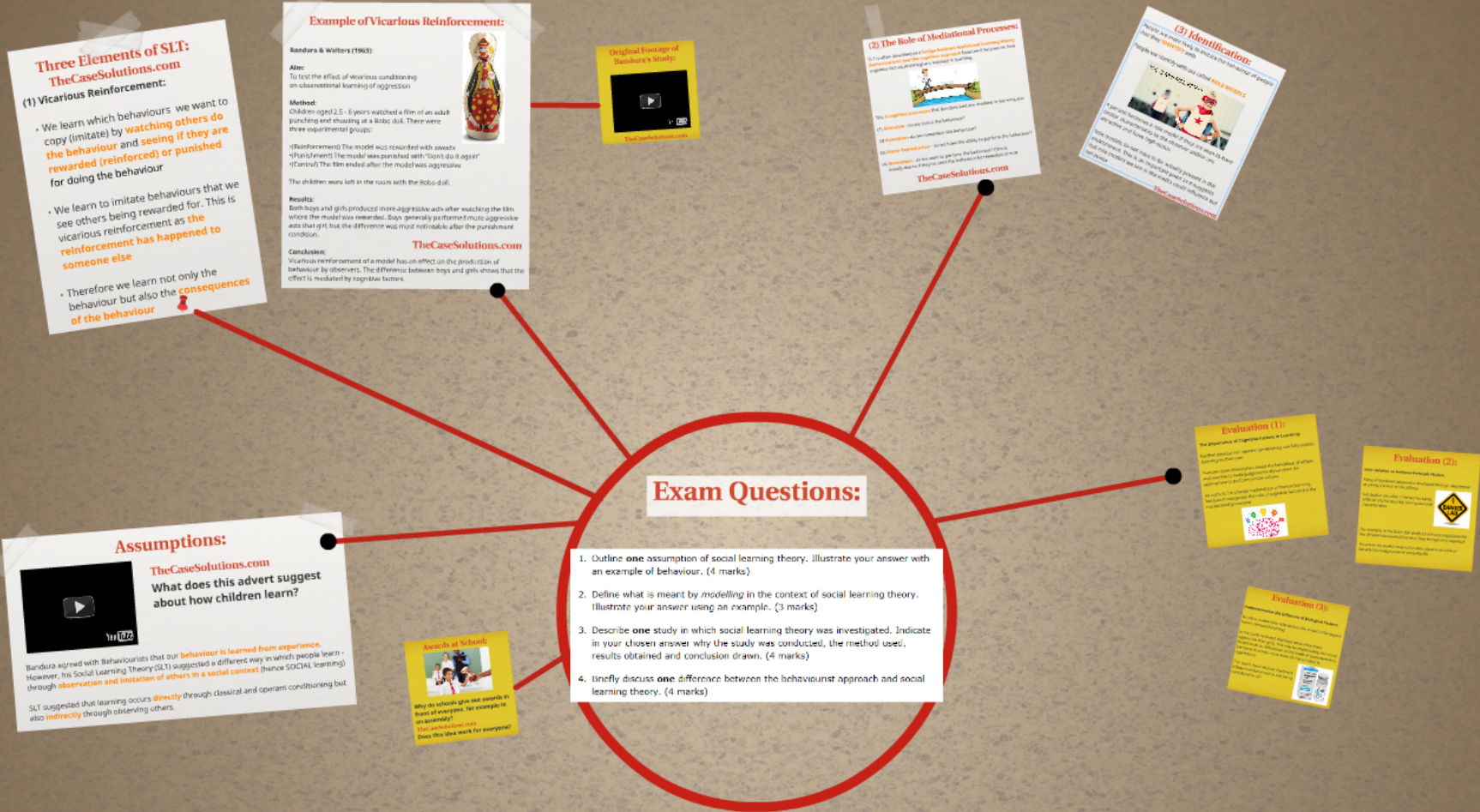


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# Awards at School:

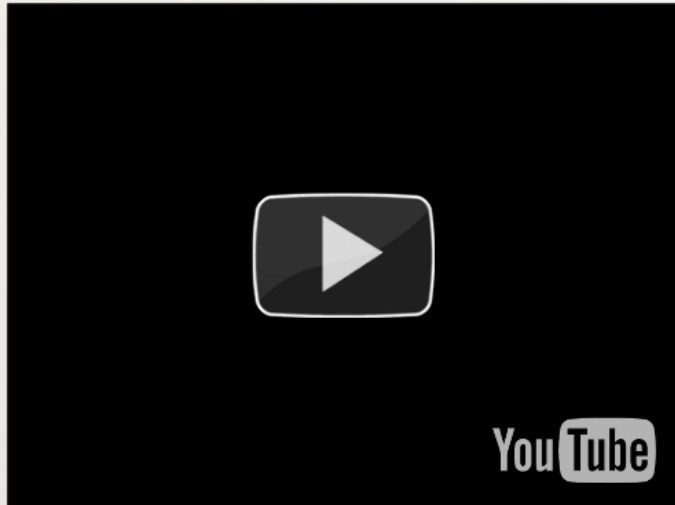


**Why do schools give out awards in front of everyone, for example in an assembly?**

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**Does this idea work for everyone?**

# Assumptions:



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**What does this advert suggest about how children learn?**

Bandura agreed with Behaviourists that our **behaviour is learned from experience**. However, his Social Learning Theory (SLT) suggested a different way in which people learn - through **observation and imitation of others in a social context** (hence SOCIAL learning)

SLT suggested that learning occurs **directly** through classical and operant conditioning but also **indirectly** through observing others.



# Three Elements of SLT:

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### (1) Vicarious Reinforcement:

- We learn which behaviours we want to copy (imitate) by **watching others do the behaviour** and **seeing if they are rewarded (reinforced) or punished** for doing the behaviour
- We learn to imitate behaviours that we see others being rewarded for. This is vicarious reinforcement as **the reinforcement has happened to someone else**
- Therefore we learn not only the behaviour but also the **consequences of the behaviour**

Bandura

**Aim:**

To test the effect of vicarious reinforcement on observational learning

**Method:**

Children aged 3-6 years were divided into three experimental groups

- (Reinforcement) The model was rewarded for punching a Bobo doll
- (Punishment) The model was punished for punching a Bobo doll
- (Control) The model did not punch a Bobo doll

The children were then observed for 10 minutes

**Results:**

Both boys and girls imitated the behaviour where the model was rewarded for punching the doll; but the girls imitated the behaviour where the model was punished for punching the doll; but the boys did not imitate the behaviour in the control condition.

**Conclusion:**

Vicarious reinforcement of behaviour by observation has a significant effect on behaviour. The effect is mediated by the consequences of the behaviour.

## Example of Vicarious Reinforcement:

### Bandura & Walters (1963):

#### Aim:

To test the effect of vicarious conditioning on observational learning of aggression

#### Method:

Children aged 2.5 - 6 years watched a film of an adult punching and shouting at a Bobo doll. There were three experimental groups:

- (Reinforcement) The model was rewarded with sweets
- (Punishment) The model was punished with "Don't do it again"
- (Control) The film ended after the model was aggressive

The children were left in the room with the Bobo doll.

#### Results:

Both boys and girls produced more aggressive acts after watching the film where the model was rewarded. Boys generally performed more aggressive acts than girl; but the difference was most noticeable after the punishment condition.

#### Conclusion:

Vicarious reinforcement of a model has an effect on the production of behaviour by observers. The difference between boys and girls shows that the effect is mediated by cognitive factors.



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# Original Footage of Bandura's Study:



You Tube

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## (2) The Role of Mediational Processes:

SLT is often described as a **bridge between traditional learning theory (behaviourism) and the cognitive approach** because it focuses on how cognitive factors (thinking) are involved in learning



The **4 cognitive processes** that Bandura said are involved in learning are:

- (1) **Attention** - do we notice the behaviour?
- (2) **Retention** - do we remember the behaviour?
- (3) **Motor Reproduction** - do we have the ability to perform the behaviour?
- (4) **Motivation** - do we want to perform the behaviour? (this is usually due to if they've seen the behaviour be rewarded or not)



## (3) Identification:

People are more likely to imitate the behaviour of people that they **IDENTIFY** with

People we identify with are called **ROLE MODELS**



A person becomes a role model if they are seen to have similar characteristics to the observer and/or are attractive and have high status

Role models do not have to be actually present in the environment. This is an important point as it suggests that role models we see in the media could influence our behaviour