### Albert Bandura: Social / Observational Learning

Children See...Children Do
Observational Learning Theory:
Albert Bandura

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- \* Students will be able to:
- \* Acquire Knowledge of the process of observational learning.
- Understanding about the four steps of observational learning process.
- Understand the factors influencing modeling.
- \* Apply the implication about Bandura's Observational Learning Theory.

#### **Basic Premise**

- \* We learn behavior through observation
- Vicarious reinforcement: Learn through observing consequences of behaviors of others
- Observational Learning
  - Learning by observing others.
- **\* Modeling** 
  - The process of observing and **imitating** a specific behavior.
- Vicarious Reinforcement
  - You first engage in a behavior because you saw someone else get rewarded
  - Directly tied to Operant Conditioning

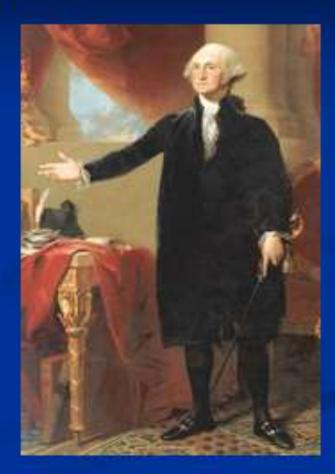
### Symbolic Models

- Symbolic:
  - Oral, written instructions
  - Films, television, audiovisual displays
  - Actual instructor not always needed



### **Exemplary Models**

- Exemplary:
  - Live model
  - National heroes, villains, neighbors, family members
  - Reference to a model's behavior and characteristics



#### Modeling

- \* Observe behavior of others and repeat the behavior
- -#-Bobo doll-studies (1963)--------------
  - \* Disinhibition: Weakening of inhibition through exposure to a model

#### Modeling

- Follow the Leader: The behavior of others increases the chances that we will do the same thing
  - Clapping, looking out the window, copying the styles and verbal expressions of our peers





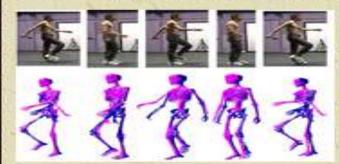
#### Factors Influencing Modeling: Impact Tendency to Imitate

\* Characteristics of the models: similarity, age, sex, status, prestige, simple vs. complex behavior

\* Characteristics of observers: Low self-confidence, low self-esteem, reinforcement for imitation

#### Observational Learning

- Watch someone else perform a behavior, then be able to perform the behavior yourself
  - · Learning a game, dance move, sport





### Albert Bandura's Bobo Doll Experiment

- Children were exposed to adults displaying aggression toward a bobo doll, and were then observed in a room filled with toys
- \* What happened?
- Bobo Clip



### The beating of Bobo ...





#### The Observational Learning Process: 4 Steps

- \* Attentional processes
- \* Retention processes
- \* Production processes
- \* Incentive and motivational processes

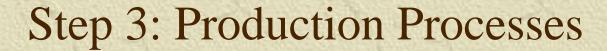
#### Step 1: Attentional Processes

Developing cognitive processes to pay attention to a model- more developed processes allow for better attention

Must observe the model accurately enough to imitate behavior



- \*\* To later imitate behavior, must remember aspects of the behavior
- \*\* Retain information in 2 ways:
  - Imaginal internal representation: Visual image Ex: Forming a mental picture
  - Verbal system: Verbal description of behavior
     Ex: Silently rehearsing steps in behavior



\* Taking imaginal and verbal representations and translating into overt behavior- practice behaviors

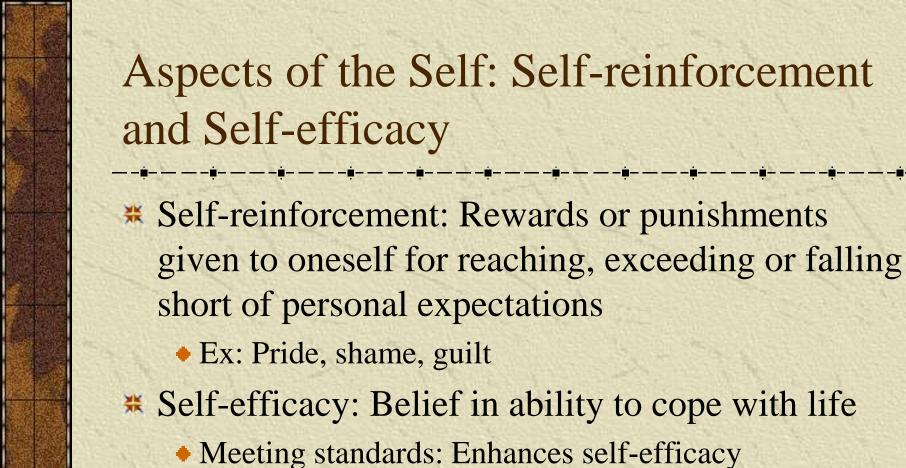
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- Receive feedback on accuracy of behaviorhow well have you imitated the modeled behavior?
- \* Important in mastering difficult skills
  - Ex: Driving a car



## Step 4: Incentive and Motivational Processes

- \*\* With incentives, observation more quickly becomes action, pay more attention, retain more information
- Incentive to learn influenced by anticipated reinforcements



- \* Self-efficacy: Belief in ability to cope with life

  - Failure to meet standards: Reduces self-efficacy



- ★ High self-efficacy
  - Believe can deal effectively with life events
  - Confident in abilities
  - Expect to overcome obstacles effectively
- ★ Low self-efficacy
  - Feel unable to exercise control over life
  - Low confidence, believe all efforts are futile



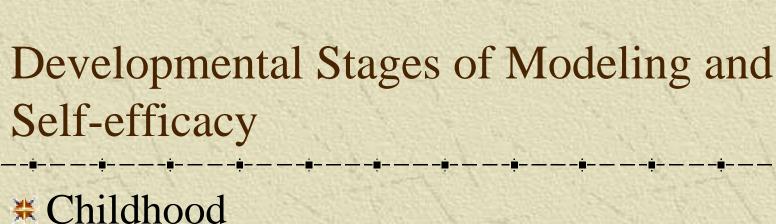
# Sources of Information in Determining Self-efficacy

- \* Performance attainment
  - Most influential
  - Role of feedback
  - More we achieve, more we believe we can achieve
  - Leads to feelings of competency and control



## Sources of Information in Determining Self-efficacy

- Vicarious experience
  - Seeing others perform successfully
  - If they can, I can too
- Verbal persuasion
  - Verbal reminders of abilities
- \* Physiological and emotional arousal
  - Related to perceived ability to cope
  - Calm, composed feelings: Higher self-efficacy
  - Nervous, agitated feelings: Lower self-efficacy



- Infancy: Direct modeling immediately following observation, develop self-efficacy with control over environment
- By age 2: Developed attentional, retention and production processes to model behavior some time after observation, not immediately



## Developmental Stages of Modeling and Self-efficacy

- \* Adolescence
  - Involves coping with new demands
  - Success depends on level of self-efficacy established during childhood



- \* Adulthood: 2 Periods
  - Young adulthood:
    - Adjustments: Career, marriage, parenthood
    - High self-efficacy to adjust successfully
  - Middle adulthood:
    - Adjustment: Reevaluate career, family life
    - Need to find opportunities to continue to enhance self-efficacy



## Developmental Stages of Modeling and

- Decline in mental/physical function, retirement
- Requires reappraisal of abilities
- Belief in ability to perform a task is key



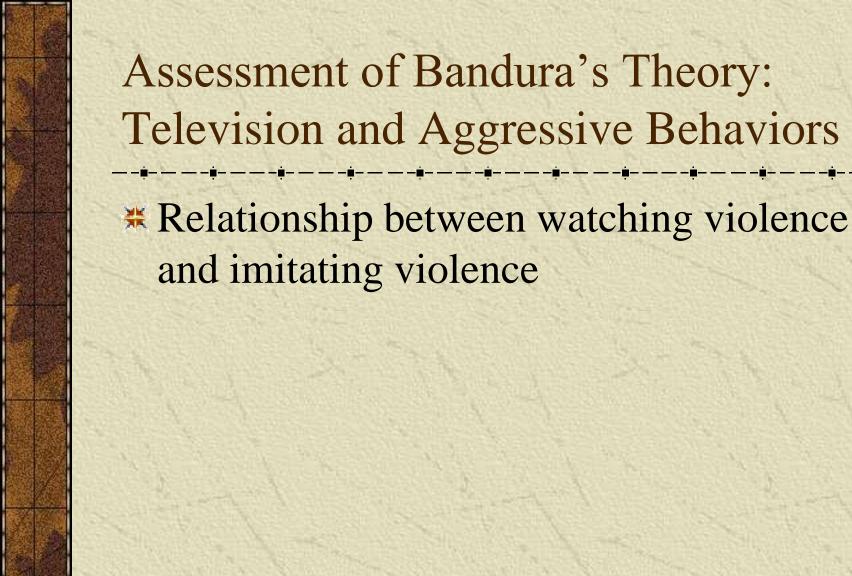
### Application of Social Learning Theory: Behavior Modification

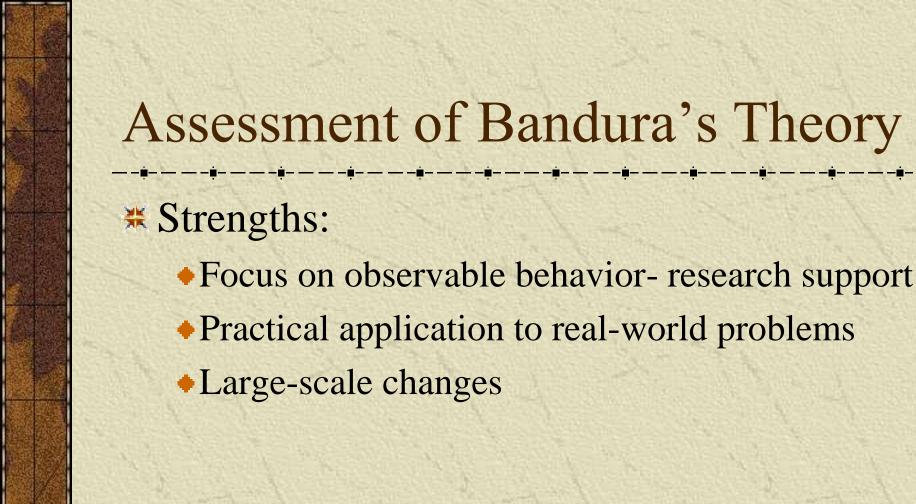
- \* Fears and phobias
  - Guided participation: Observe and imitate
  - Covert modeling: Imaginal
- \* Anxiety
  - Fear of medical treatment
  - Test anxiety



## Assessment of Bandura's Theory: Self-efficacy

- \* Age and gender differences
- \* Physical appearance
- \* Academic performance
- \* Career choice and job performance
- \* Physical health
- \* Mental health
- Coping with stress







- \* What is Observational Learning Theory?
- \*\* How does a child learn based from Bandura's theory?
- \*\* What are the four components of observational learning?
- \*\* How is Bandura's theory applicable in present classroom system?