
SOCIAL LEARNING THEORY

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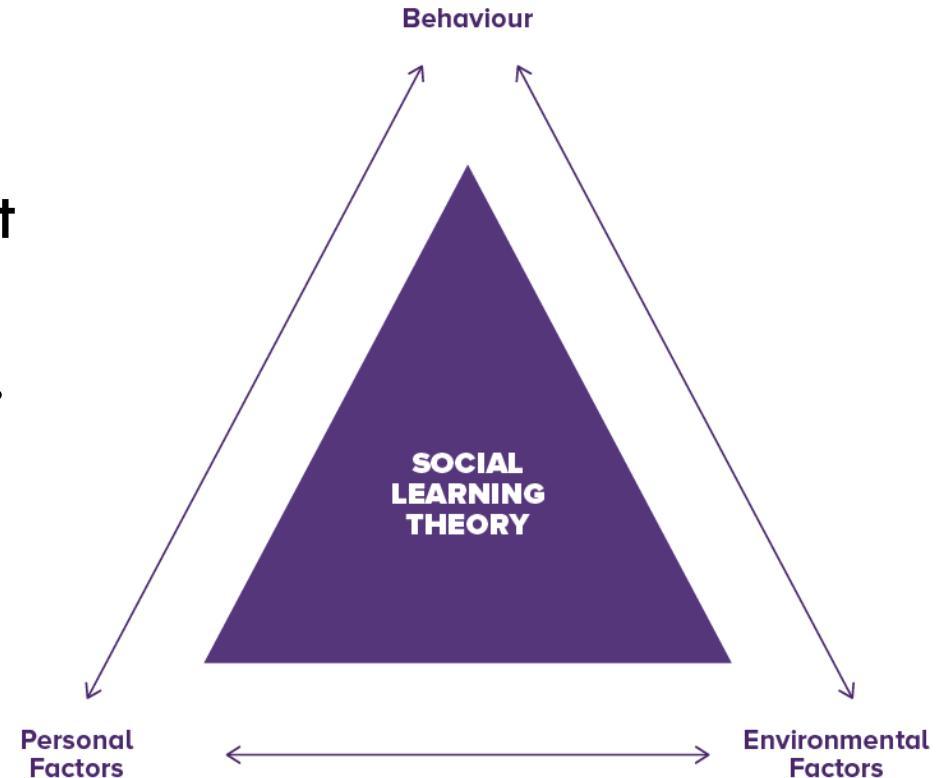
ALBERT BANDURA



- The Social learning theory was proposed by Albert Bandura
- Bandura believed that direct reinforcement could not account for all type of learning.
- His theory added a social element, arguing that people can learn new information and behaviours by watching other people which is known observation learning.

SOCIAL LEARNING THEORY

- The social learning theory states that people learn from one another via observation, imitation and modelling.
- It is often referred to as a bridge behaviourist and cognitive learning theories because it encompasses attention, memory and motivation



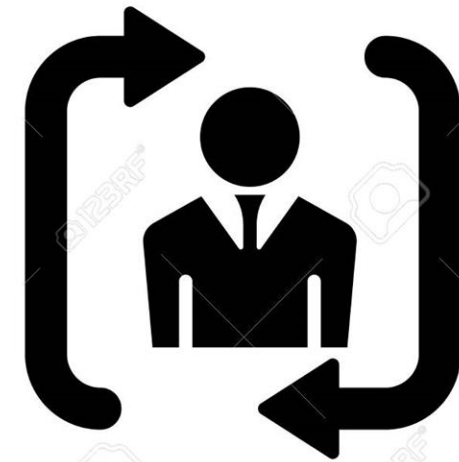
ATTENTION

We cannot learn if we are not focused on the task. If we see something as being novel or different in some way, we are more likely to make it the focus of their attention. Social contexts help to reinforce these perceptions.



RETENTION

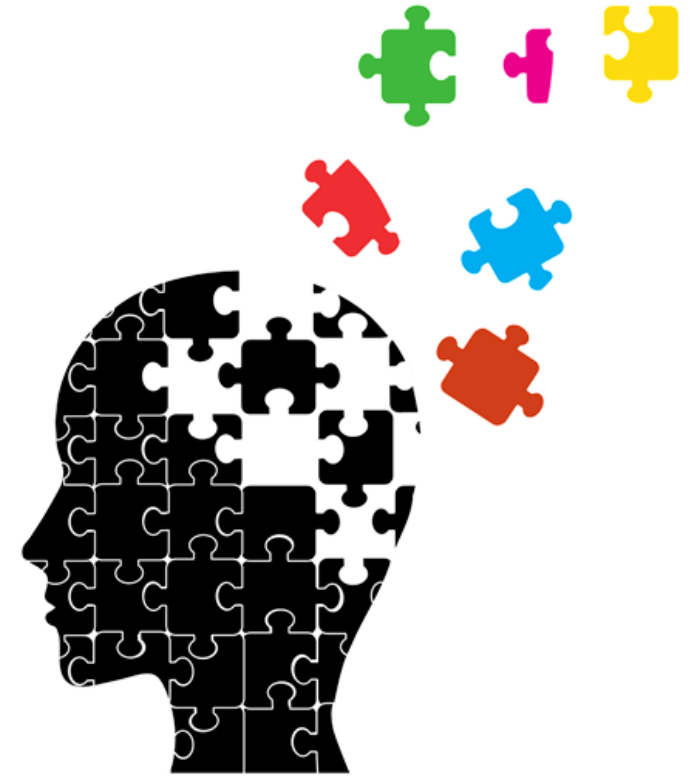
We learn by internalizing information in our memories. We recall that information later when we are required to respond to a situation that is similar the situation within which we first learned the information.



RETENTION

REPRODUCTION

We reproduce previously learned information (behavior, skills, knowledge) when required. However, practice through mental and physical rehearsal often improves our responses.



MOTIVATION

We need to be motivated to do anything. Often that motivation originates from our observation of someone else being rewarded or punished for something they have done or said. This usually motivates us later to do, or avoid doing, the same thing.



NECESSARY CONDITION FOR EFFECTIVE MODELLING [SUMMARY]

- ATTENTION – various factors increase or decrease the amount of attention paid.
- RETENTION – Remembering what you paid attention to.
- REPRODUCTION- Reproducing the image.
- MOTIVATION – Having a good reason to imitate

THREE CORE CONCEPTS OF 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 behaviour.

APPLICATION

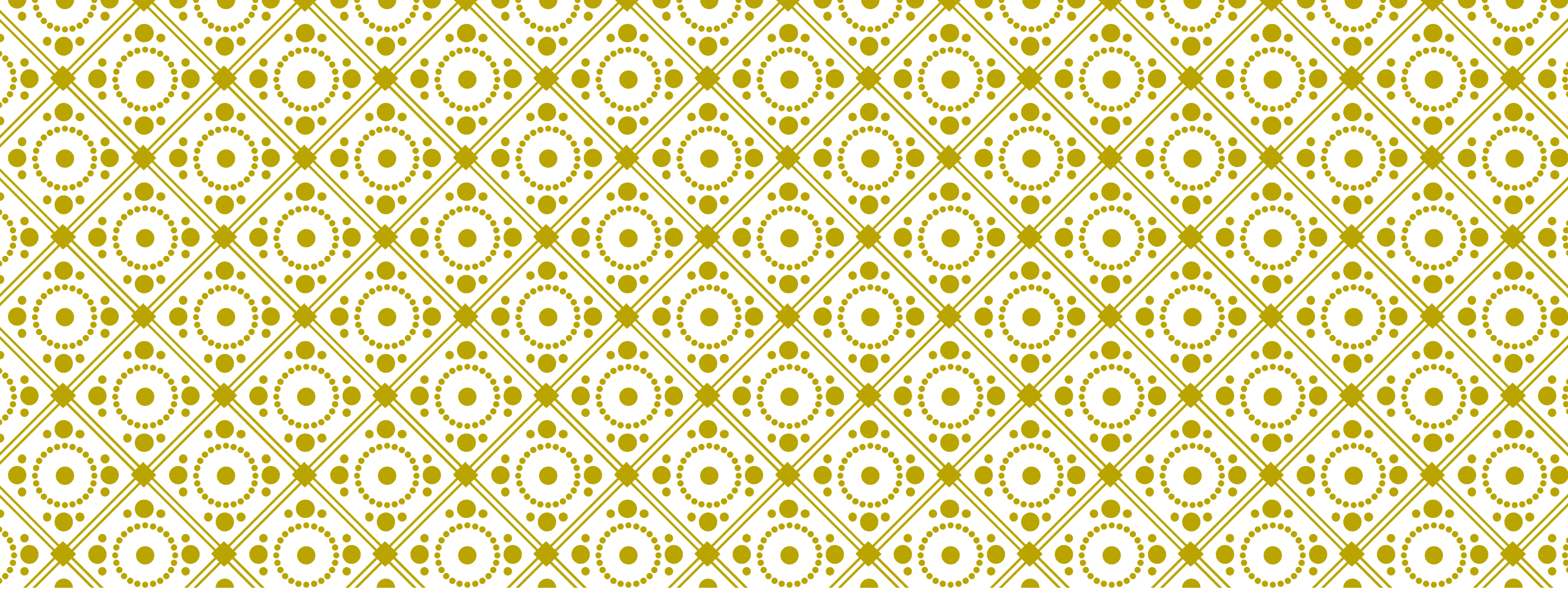
- CRIMINOLOGY
- DEVELOPMENTAL PSYCHOLOGY
- MANAGEMENT
- MEDIA VIOLENCE
- CREATING SOCIAL CHANGE WITH MEDIA

APPLICATION IN EDUCATION

- If children see positive consequences from a particular type of behavior, they are more likely to repeat that behavior themselves. Conversely, if negative consequences are the result, they are less likely to perform that behavior.
- Novel and unique contexts often capture students' attention, and can stand out in the memory.
- Students are more motivated to pay attention if they see others around them also paying attention.
- Another less obvious application of this theory is to encourage students to develop their individual self-efficacy through confidence building and constructive feedback, a concept that is rooted in social learning theory.

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THANKYOU