

# **SOCIAL, COGNITIVE, & NEUROLOGICAL FACTORS IN LEARNING**

Unit 3: Development & Learning





# SOCIAL LEARNING

The theory that we learn social behavior by observing and imitating and by being rewarded or punished.

# social **LEARNING** theory



Observational learning  
Learning by observing others.

Vicarious conditioning  
The process whereby a person becomes more likely to engage in a particular behavior (response) by observing another individual being reinforced for that behavior and less likely to engage in a particular behavior (response) by observing another individual being punished for that behavior.

Modeling  
The process of observing and imitating a specific behavior.

# The **BOBO DOLL**

## Experiment

### Stage 1

Observe adult model

### Stage 2

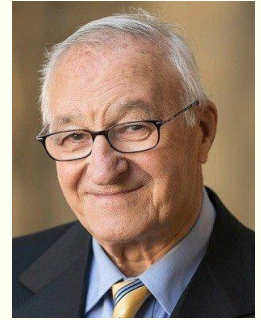
New room

### Stage 3

Child plays

Albert Bandura

1925-2021





# COGNITIVE FACTORS



# INSIGHT

The sudden realization of  
a solution to a problem.





# LATENT LEARNING

Learning that occurs but is not apparent until there is an incentive to demonstrate it.

# COGNITIVE MAP

A mental representation of the layout of one's environment.

