



# 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



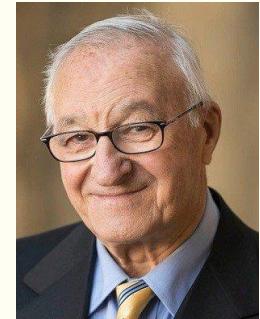
**Observational learning**  
Learning by observing others.

**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

Albert Bandura  
1925-2021



**Stage 1**  
Observe adult model

**Stage 2**  
New room

**Stage 3**  
Child plays





# 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.

