

LEARNING

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Psychology

Learning Outcomes

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- *Review of previous session*
- *Punishment*
- *Cognitive-Social Approaches to learning*
 - *Latent Learning*
 - *Observational Learning*
- *Behavior modification*

● **Punishment**

“A stimulus that decreases the probability that a previous behavior will occur again”.

e.g. received a shock to decrease the likelihood of any behavior.

- ✓ **Positive punishment** (*weakens the response through application/presentation of an unpleasant stimulus*)

e.g. punishing a child or ten years in jail for committing crime.

- ✓ **Negative punishment** (*removal of something pleasant*)

e.g. removal of favorite toy after misbehaving.

Cognitive-Social Learning Theory

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- ***The study of thought/mental processes (not observable) that underlie learning is called cognitive-social learning theory”.***



- ▣ ***Focused on unseen mental processes and cognition***
- ▣ ***No concentration solely on external stimuli, responses and reinforcement.***
- ▣ ***e.g. learn to drive a car.***

Latent Learning

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- ***“Learning in which a new behavior is acquired but is not demonstrated until reinforcement is provided”.***
- ***Examples:***
 - ▢ *A young boy learns how to play basketball but does not demonstrate that knowledge until he joins a basketball team.*
 - ▢ *A person learns to cook by watching cooking shows on television, but exhibits the knowledge later, when asked to make a dish for a work event.*
 - ▢ *A university student is taught how to teach, but is unable to demonstrate that knowledge until she receives a teaching job.*

Observational Learning

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“Learning through observing the behavior of another person (called a model)is known as observational learning”.



- ❑ *Albert Bandura (1977, 1986)*
- ❑ *Observational learning is the form of social learning because it involves interaction with other people.*
- ❑ *This form of learning does not need reinforcement to occur, but instead, requires a model.*
 - ❑ *e.g. piloting an airplane*
 - ❑ *Performing brain surgery*

Steps of Observational Learning

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- *Paying attention and perceiving the most critical features of another person's (model) behavior.*
- *Remembering the behavior*
- *Reproducing the action*
- *Being motivated to learn and carry out the behavior.*



*Model can be a friend, teacher, sibling, colleague, **celebrity** etc.*

● ***Behavior Modification***

A formalized technique for promoting the frequency of desirable behaviors and decreasing the incidence of unwanted ones.

Proved to be helpful in a variety of situations: lose weight, give up smoking, behave more safely etc.

THANK YOU
HAPPY LEARNING STUDENTS!