Social Learning Theory

Albert Bandura

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- *Canadian Student at Iowa*
  - *Trained as a social-behaviorist*
- *Learning was more than just a change in behavior.*
  - *Acquisition of Knowledge*
  - *Performance of Knowledge*
- *Social influences in learning*
  - *"The Bobo Experiment"*

Social Learning Theory

- *Learning is an <u>internal</u> change that <u>may</u> affect behavior.*

- *Reciprocal Determinism*
  - *Personal Factors*
    - *Gender, Ethnicity, Height, Weight, etc.*
  - *Environmental Factors*
    - *CMU, Church, Soccer Field, etc.*
  - *Behavior*
    - *Free choices that you have control over*

Social Learning Theory

- *Types of Learning*
  - *Enactive**
    - *Learn by doing*
      - *Direct experience of the consequences*
      - *"Wet Paint"*
  - *Vicarious**
    - *Learn by observing others*
      - *Experience indirectly through consequences of others*
      - *Paint on your friend's fingers*

Elements of Observational Learning

- **Attention**
  - **High Status**
    - **Attractive, Popular, Powerful, etc.**
      - Tiger Woods & American Express
    - **You automatically have high status**
  - **Theatre/Teaching**
    - **Focus is on you**
    - **You must have some "ham" in you**
      - Comfortable having people look at you

Elements of Observational Learning (cont.)

- *Retention*
  - *Memory of the knowledge/skill*
    - *Mental reproduction of the movements*
    - *Mental reproduction of the knowledge*
- Production
  - *Must practice what is observed*
    - *Joke telling*
- *Motivation*
  - *Reinforced/Punished*
  - *Vicariously Reinforced/Punished*

Social Learning Techniques

- **Modeling***
  - **Be what you want from your students**
    - *Show respect to get respect*
    - *Show industry to inspire industry*
    - *Show them what you want from them*
  - **Role models***
    - *Positive – Model productive behavior*
    - *Negative – Model bad behavior*

Social Learning Techniques (cont.)
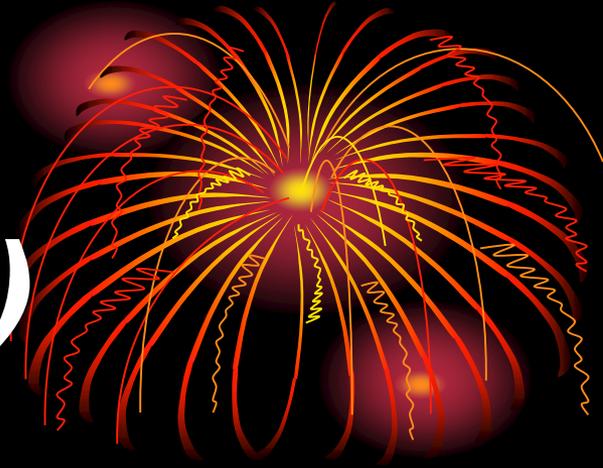
- *Ripple Effect*
  - *Praise/Punish the BMOC*
    - *Others follow the leader*
- *Directing Attention*
  - *Manufacturing productive leadership*
    - *Praise what you want to see more of*
      - *Envious situation*
      - *Others ask to see their work*