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Observational learning bandura

Citation: Huitt, W. (2004). Observational (social) learning: An overview. Educational Psychology Interactive. Valdosta, GA: Valdosta State University. Retrieved [date], from Return to: | Social Cognition | EdPsyc Interactive: Courses | Observational or social learning is based primarily on the work of Albert Bandura (1977). He and his colleagues were able to demonstrate through a variety of experiments that the application of consequences was not necessary for learning to take place. Rather learning could occur through the simple processes of observing someone else's activity. This work provided the foundation for Bandura's (986) later work in social cognition. Bandura formulated his findings in a four-step pattern which combines a cognitive view and an operant view of learning. 1. Attention -- the individual notices something in the environment. 2. Retention -- the individual remembers what was noticed. 3. Reproduction -- the individual produces an action that is a copy of what was noticed. 4. Motivation -- the environment delivers a consequence that changes the probability the behavior will be emitted again (reinforcement and punishment) Bandura's work draws from both behavioral and cognitive views of learning. He believes that mind, behavior and the environment all play an important role in the learning process. In a set of well known experiments, called the "Bobo doll" studies, Bandura showed that children (ages 3 to 6) would change their behavior by simply watching others. Three groups of children watched a film in which a child in a playroom behaved aggressively (e.g., hit, kick, yell) towards a "bobo doll." The film had three different endings. One group of children saw the child praised for his behavior; a second group saw the child told to go sit down in a corner and was not allowed to play with the toys; a third group (the control) group saw a film with the child simply walking out of the room. Children were then allowed into the playroom and actions of aggression were noted. The results are shown below. What do we learn from these data in terms of the differences and similarities between boys and girls? Among different experimental conditions? Was the "model rewarded" really an example of the use of positive reinforcement? Bandura and his colleagues also demonstrated that viewing aggression by cartoon characters produces more aggressive behavior than viewing live or filmed aggressive behavior by adults. Additionally, they demonstrated that having children view prosocial behavior can reduce displays of aggressive behavior. In more recent years, Bandura turned his attention to self-efficacy and self-regulation. He now classifies his theoretical orientation as social cognition. References Bandura, A. (1965) Influence of models' reinforcement contingencies on the acquisition of imitative response. Journal of Personality and Social Psychology, 1, 589-595. Bandura, A. (1977). Social learning theory. New York: General Learning Press. Bandura, A. (1986). Social foundations of thought and action: A social-cognitive theory. Upper Saddle River, NJ: Prentice-Hall. Return to: EdPsyc Interactive: Courses Home Page All materials on this website [] are, unless otherwise stated, the property of William G. Huitt. Copyright and other intellectual property laws protect these materials. Reproduction or retransmission of the materials, in whole or in part, in any manner, without the prior written consent of the copyright holder, is a violation of copyright law. Bandura A. (1986). Observational learning. In A. Bandura (1986), Social foundations of thought and action: A social cognitive theory. 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Observational learning theories would not have as strong of an impact if it wasn't for the Bobo Doll Experiment. Albert Bandura conducted the first Bobo Doll experiment in 1961. Children were placed in a room with adults and a Bobo doll (one of those clowns that has a large bottom and swings back to upright if you hit it.)

Observational learning is one way that cultures are formed throughout geographical locations or age groups. Have you ever learned slang words or dance moves from your friends? Did you ever use a tutorial to learn how to put on makeup or walk in heels? Examples of observational learning are all around us!

How Observational Learning Works. The Bobo Doll experiment gives us a glimpse into children imitate adults. Observational learning, also called social learning theory, occurs when an observer's behavior changes after viewing the behavior of a model. An observer's behavior can be affected by the positive or negative consequences—called vicarious reinforcement or vicarious punishment—of a model's behavior.

Discussion. There are several guiding principles behind observational learning, or social learning theory: The observer will imitate the model's behavior if the model possesses characteristics—things such as talent, intelligence, power, good looks, or popularity—that the observer finds attractive or desirable. The observer will react to the way the model is treated and mimic the model's behavior. See observational learning examples and learn the four stages of this type of learning.

Observational learning describes the process of learning by watching others, retaining the information, and then later replicating the behaviors that were observed. There are a number of learning theories, such as classical conditioning and operant conditioning, that emphasize how direct experience, reinforcement, or punishment can lead to learning. However, a great deal of learning happens indirectly. For example, think about how a child may watch adults waving at one another and then imitates these actions later on. A tremendous amount of learning happens through this process. In psychology, this is referred to as observational learning.