Learning Theories  
- Social Learning -

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Outline

- Optional Paper
- Remember Behaviourism
  - Hull’s Interpretation
  - Dollard & Miller
- Social Learning Theory
  - Bandura
  - Aggression
- Other Influences on Personality

A-B-Cs of Behaviour

- A = Antecedents
  - Specific environmental factors that cue behaviour
- B = Behaviour
  - Response
- C = Consequences
  - Reinforcers or Punishments
Hull

- Drive Reduction Theory of Learning
  - Habit
    - Repetition & Reinforcement
  - Drive
    - Internal vs. External
    - Primary vs. Secondary
  - Cue
  - Response
  - Reinforcement

Conflicting Drives

- Approach-Approach Conflict
- Avoidance-Avoidance Conflict
- Approach-Avoidance Conflict

Critical Situations

- Feeding Situation
- Cleanliness Training
- Early Sex Training
- Anger-Anxiety Conflicts
Strengths & Weaknesses

Strengths

- Role of environment on personality
- Pragmatic approach for treating abnormal personality development
  - Constantly evaluate treatment progress
- Strong body of research to support

Weaknesses

- Overly simplistic
  - Equates humans and other animals
- Neglects cognition, emotion, and biology
- What about multiple behavioural determinants?
- Not a unified theory

Observational Learning

Learning by observing and imitating others

- Monkey see, monkey do...

Cognitive process

- Attention
- Retention
- Reproduction
- Motivation

Vicarious Reinforcement

We learn based on other people’s experiences

- If they were rewarded, we do it too
  - Vicarious Reinforcement
- If they were punished, we don’t
  - Vicarious Punishment
- If you see someone reacting to a German Shepherd with fear, how does that make you feel?
Social Learning Theory

- Children watched a film of an adult playing with a Bobo doll
  - Adult was either aggressive (used a mallet) or not
- The kids were later brought into a room with toys
  - Including a Bobo doll & mallet
- Kids who saw the aggressive adult modelled their aggressive behaviour

Seeing Consequences

![Bar chart showing mean number of imitation responses in rewarded, punished, and no-consequence conditions for boys and girls.](chart)

Media Violence

![Image of a violent scene in a cartoon book.](image)
High Correlation

Media Violence & Kids

Exposure to a violent TV show increased aggression – especially among boys.
Field Study

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Aggression

- What is aggression?
  - Freud
  - Trait Theory
  - Biology
    - Hormones
    - Gender
The Effects of Frustration

- Frustration-Aggression Hypothesis
  - Dollard & Miller
- Frustration results when a drive or goal is blocked
  - Look for ways to change the situation
    - Aggression is often the method chosen
    - Displaced aggression may arise

Other Influences on Personality

- Reciprocal Determinism
- Self-Regulation
- Self-Efficacy
- Dysfunctional Personalities
- Altering Behaviour

Reciprocal Determinism

- Overt Behavior
- Personal Factors
- Environment
Self-Regulation

- Beyond Stimulus-Response
  - Controlling our own behaviour
    - Self-Observation
    - Know thy self!
    - Judgment
    - Don’t set standards too high
    - Self-Response
    - Use self-rewards, not punishments

- Related Concepts
  - Goal Setting
  - Self-Efficacy

“Self-efficacy is the in one’s capabilities to organize and execute the sources of action required to manage prospective situations.”
Bandura, 1986

Dysfunctional Personalities

- Depression
- Phobias
- Aggressive Behaviours
Altering Behaviour

Modeling Therapy

Strengths & Weaknesses

- **Strengths**
  - Add cognition into behaviourism
  - Effects of beliefs
  - Solid theory with research support
    - Detailed hypotheses and specific variables

- **Weaknesses**
  - Does not take traits or biology into account
  - More to a person than the sum of his or her learning