



Learning Theories - Social Learning -

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Outline

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




A-B-Cs of Behaviour



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

○○○ | **Hull**




Incentives are a thing of beauty


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

○○○ | **Conflicting Drives**

Avoidance-Avoidance Conflict




Approach-Avoidance Conflict




Approach-Approach 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**



Albert Bandura

- 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?

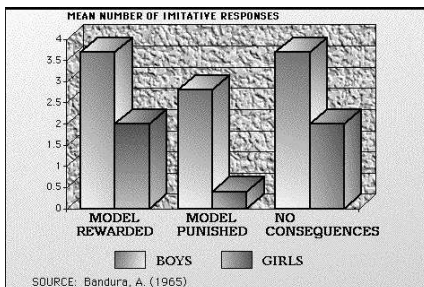
○○○ Social Learning Theory



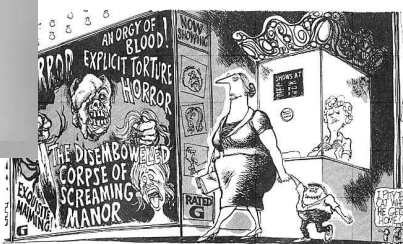
Observational Learning

- 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

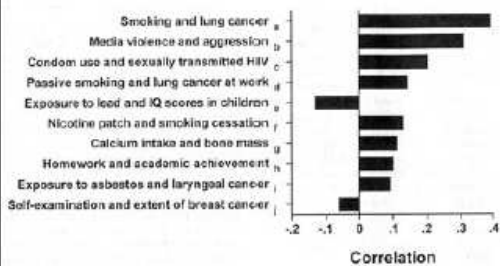


○○○ Media Violence



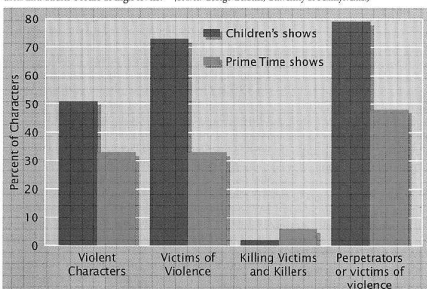
"AT LAST, A MOVIE WITHOUT ALL THOSE PATHY SEX SCENES!"

High Correlation



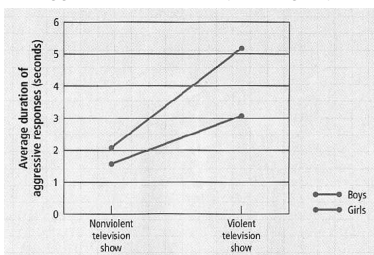
Media Violence & Kids

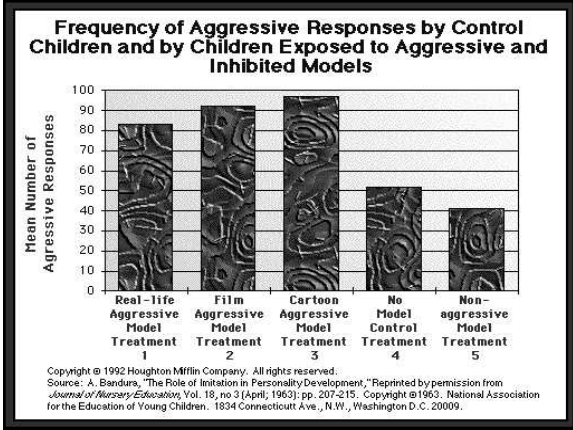
FIGURE 9-1 Violence on Television Violence in television programs targeted for both children and adults occurs at high levels. (Source: George Gebner, University of Pennsylvania.)

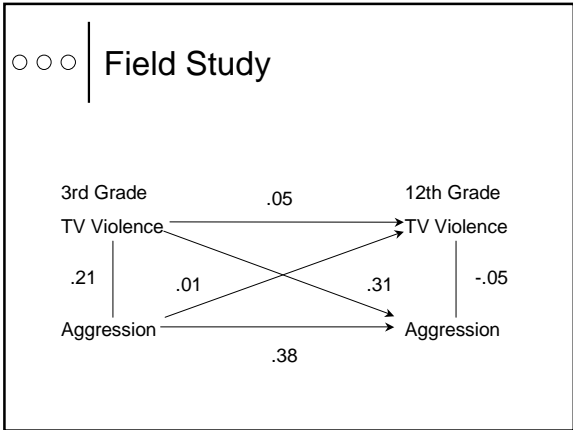


Experimental Evidence

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








Aggression

- What is aggression?
 - Freud
 - Trait Theory
 - Biology
 - Hormones
 - Gender

○○○ | The Effects of Frustration

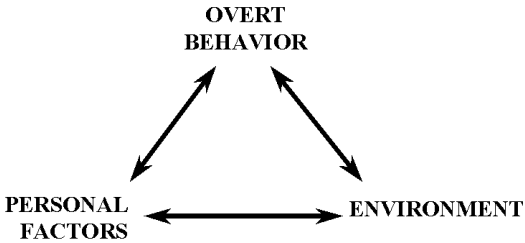


- Frustration-Aggression Hypothesis
 - Dollard & Miller
- Frustration results when a drive or goal is blocked
 - Look for ways to change the situation
 - Aggression is often the method chosen
 - Displaced aggression may arise


○○○ | Other Influences on Personality

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

○○○ | Reciprocal Determinism




○○○ | **Self-Regulation**



*Stimulus, response. Stimulus, response!
Don't you ever think?*

- 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


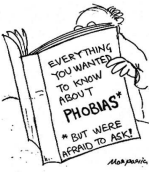



**"Self-efficacy is the
in one's capabilities
to organize and execute
the sources of action
required to manage
prospective situations."**

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
