

EVALUATION

Strengths

Social learning theory has useful applications. One principal cause of learning have been widely applied to the study of understanding of many areas of human behaviour including criminal behaviour. For example, Albert Bandura suggests that the probability of someone engaging in a particular behaviour increases when they are exposed to people who commit criminal behaviour. Clearly with real models and developing the importance of positive consequences for their own criminal behaviour (Lacey) can support the claim in a review of the literature, suggesting that the prospect cause of violent behaviour is associated with associations with delinquent peer groups. After violence was both modelled and rewarded.

Research support for identification

Research in social learning theory, observing a model and to the self should lead to more learning than observing a distant model. Connor-identificator with a model leads to more learning because it is easier to imitate the self in the place of the model. One observer kept an eye on the place of the model. For example, Fox and Bakeman (2009) found evidence by showing computer generated virtual humans engaging in violent or merely talking. The model looked after either or distant to the individual participants. Participants who viewed their virtual model appearing engaged in more exercise in the 24 hours following the experiment than participants who viewed their virtual model merely talking or a distant model connecting.

Limitations

A problem of causality

Major criticism of social learning theory explanations, identify the causal nature to its principal concept that reward associations with behaviour processes the behaviour. The problem with this is essentially a problem of determining causality. The cause of delinquency, argue they, may not be social learning as a result of exposure to violent role models, but the possession of delinquent attitudes for recipient who delinquent peers. Siegel and McCormick (2006) suggest that young people who possess delinquent attitudes and values (eg how self control would work out) are more likely to engage in delinquent behaviour, as they are more likely to be with than their less delinquent counterparts.

A problem of complexity

It is being exclusively on the processes of social learning, devoid of this, appears to disregard other potential delinquent behaviour. For example, in exploring the development of gender role behaviour, social learning theory would emphasise the importance of gender role modelling. In view the research, a child is exposed to many different behaviours, all of them interacting in complex ways. These include genetic, physiological, neural, personality, social/cultural and so on. The present research evidence for social learning researchers, it virtually impossible to have an influence on a specific behaviour, a process very difficult to show that one particular thing (social learning) is the main causal influence.

MEET THE RESEARCHER

Albert Bandura was born in 1925, in Guelph, Canada. He was educated in a small local school before moving to a theological sciences major at the University of British Columbia. While working earlier than his doctorate started to pass the time, he began using 'film strips' during his morning hours, which led him to start the 'Learned Aggression' theory. The theory is founded through a course challenge, attempting to find a film course to occupy his early time. He founded a course in psychology, it gained my interest and I found my career. He still continues to research and teach at Stanford University, at 97 years of age.



FURTHER EVALUATION

The Importance of Identification in social learning of health behaviours

Media attempts to change health-related behaviours have shown that exposure to the target audience can more likely to bring about identification and greater social learning. For example, health campaigns have tried to match characters that model the desired behaviour with the target audience in terms of physical characteristics. Under identification is then expected to influence modelling behaviour. Anderson et al. (2005) found that perceived similarity to a model in an anti-alcohol advertisement was positively related to the message effectiveness. Based on this finding, the researchers suggest that some of a message's potency may be due to the individual finding it difficult to identify with a given model.

KEY TERMS

Identification is a form of influence where an individual adopts an attitude or behaviour because they start to be associated with a particular person or group.

Imitation The action of using someone or something as a model and copying their behaviour.

Mediation processes refer to the internal mental processes that exist between environmental stimuli and the response made by an individual to those stimuli.

Modelling A form of learning where individuals learn a particular behaviour by observing another individual performing that behaviour.

Social learning theory Learning through observing others and reducing behaviours that are rewarded.

Vicarious reinforcement Learning that is not a result of direct reinforcement of behaviour, but through observing someone else being rewarded for that behaviour.



APPLY YOUR KNOWLEDGE



Jack and Joss are two 10-year-old children. Their mother has noticed that Jack has a tendency to be disruptive and naughty but Joss is well-behaved and obedient. Jack's behaviour is being reinforced by watching television programmes with a violent theme. She is shocked and angry because their father has caught nothing at school and the teacher says whether he has been watching a lot of violent TV. Jack's mum is puzzled because his mother has the same programme but doesn't appear to be as affected by them.

Social learning theory has been used as a possible mechanism of how and why children learn aggressive behaviour as a result of their exposure to violence on TV.

Using what you have learned from this spread, explain Jack's behaviour and suggest why Joss does not behave in the same way after watching violent programmes on TV.

CAN YOU?

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1. Explain what is meant by vicarious reinforcement, modelling, vicarious reinforcement and the role of mediational processes. (2 marks each)
2. Outline the main findings of Bandura's research on social learning. (4 marks)
3. Outline and evaluate the social learning approach in psychology. (12 marks)