

Unit 2 Topic 2.2 Page 105

Activity: Media

Social learning theory

Learning objective

At the end of this activity you should be able to:

- Describe Bandura's research and explain its importance.

A. Using the link below, answer the questions that follow.

<https://www.youtube.com/watch?v=PsTlJyox0Kg>

1. What was Bandura curious to learn?
 2. What is a Bobo doll?
 3. Briefly explain what Bandura did in his experiments.
 4. What was Bandura trying to find out about the children?
 5. What did the children in the experiment do to the Bobo doll?
 6. What did the children's behaviour show?
 7. Describe the criticism Bandura received about the experiment.
 8. How did Bandura change his experiment after the criticism?
 9. How did the children who had watched the Bobo video behave, compared with the children who had not?
 10. What does this prove?
 11. What is modelling?
 12. What are role models?
 13. What are the impacts of role models on children's behaviour?
 14. Why is modelling so important?
- B. Read on the section on social learning theory on page 104 of your textbook. A further important aspect of Bandura's study, not fully covered in the clip you have just watched, was whether the models in the film were rewarded or punished for their behaviour to the Bobo doll.
1. From your answers to 1-14, what does the behaviour of group 1 and group 2 (textbook, page 104) tell us about social learning.
 2. In what way is this similar to operant conditioning (page 104)?