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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=XHIhkM1cAv4>

1. What question was Bandura's experiment designed to answer?
2. Why were Bandura's experiments controversial?
3. Briefly explain what Bandura did in his first set of experiments.
4. What three observations did Bandura and his team make after the first set of experiments?
5. Briefly explain how Bandura carried out the experiment to see if films/movies would have the same effect on the children?
6. How did the children who had watched the Bobo video behave, compared with the children who had not? What did this part of the experiment show?
7. What was Bandura investigating in the last variation of the experiments?
8. Briefly describe how the last variation of the experiment was carried out.
9. What gave the stronger effect, punishment or praise?
10. What can be concluded from the impact of punishment and praise?
11. What was one consequence of Bandura's experiments?
12. Rather than being about aggression, what might Bandura's experiments show?
13. What are the five key tenets of Social Learning Theory.