

Hello and welcome to the T.Y.B.Sc. (Honors) Program in Home Science.

We will learn about the Theories of Human Development and today

we will be covering the behavioral theorist Albert

Bandura. In this presentation we will go through the biosketch of

Albert Bandura, his social

learning theory, learn about observation and learning,

vicarious reinforcement identification, the Bobo doll

experiment and a brief evaluation of his theory.

At the end of this, the student will be able to

understand the theory and experiment of Albert Bandura

and understand the concept of social learning, vicarious

learning and identification.

Albert Bandura was born in Alberta, Canada in 1925 in a

normal middle class family and he was the youngest of

six children.

Bandura, like many other psychologists of his time,

stumbled onto his career by choosing a class in psychology,

just as a filler for his other college studies. But he

instantly fell in love with the field of psychology and then

earned his BA degree in just three years, winning an

Award in Psychology.

He continued his studies at University of Iowa, where he earned his Emmy and his PhD.

He worked with Richard Walters to explore the concept of social aggression and did a study emphasizing the impact of modeling behaviors, which then gave way to research in his area of observational learning.

Bandura eventually began teaching at Stanford University in 1953, and he has been there for over 58 years.

And even till the current time he holds the position of Professor Emeritus, It is heartening to note that this is one of the psychologist we are learning about today, who is still alive. He is nearly 100 years old.

Bandura explained about observational learning, and he said that children learn by observing the people around them, behaving in different ways. These individuals are what he called models.

In society children, are surrounded by many influential models such as their parents, in their family, the characters that they see on televisions. They could be cartoon characters or even real characters, real life characters, their friends and

their teachers. These models provide them with examples of behavior which they observe and sometimes try to imitate.

Children pay attention to some of these people or models, and then they encode their behavior into their own behavior. At some time in the future, the child may imitate or copy this behavior that they have earlier observed, and this they may do, regardless of whether the behavior is according to the agenda or not.

Albert Bandura proposed the idea of vicarious reinforcement.

According to him, Vicarious reinforcement referred to learning, which happens by observing the consequences of another person's behavior. So, learning by seeing what has happened to another person doing the same thing, for example, a younger sister observes her older sister being rewarded for a particular behavior, for example, sweeping the house, and then the younger sister is likely to repeat that behavior.

So that she may also get a reward from the mother. This is vicarious learning and vicarious reinforcement. By observing the behavior of another person and seeing the other person get rewarded for it, you learn to have that behavior more in yourself. So we are more likely to imitate behavior he said,

which is rewarded and stops doing behavior which is punished. So if a child sees another child getting punished for not submitting their homework, the child will keep that in mind, and next time the child will complete his own homework to avoid being punished just like the other child was. This is also vicarious reinforcement.

Then there's a principle of identification. Children have a number of models in their life whom they identify with. Like I said before, the motivation to identify with a particular model comes from the fact that, that model has a quality which this individual would like to possess. And therefore we identify with people whose qualities we want to take on. Identification then occurs with the other person who is the model and the child adopts these behaviors, adopts the values, adopts the beliefs and attitudes of the person. For example, in the life of a teenager, one teen may admire his father's system of beliefs and therefore over a period of time that son will also start propagating the beliefs that his father believes in.

Now, Bandura did an experiment, which is famously known as the Bobo Doll experiment. Now we all know what a Bobo doll is I

presume. It is a doll which is filled with air and has a sandbag at the bottom such that when you hit the doll on the top the Doll bounces back to where it originally was because of the weight that is in the bottom. The Bobo doll is also compared very often to punching bag where if you punch it, it falls down but it comes back up again, so it's frequently used by children in different kinds of schools or different kinds of, like you know, even in a mall, just as a way of allowing a child to release emotional energy. So Bandura used a Bobo doll in his experiment because of which the experiment came to be called, famously, the Bobo doll experiment. Now he conducted the study to investigate if a social behavior that was seen to someone else doing this social behavior like aggression. If this is observed by a child, will it be imitated?

Now, in order to do this, he took a group of 36 boys and 36 girls aged between three and six years of age.

These were divided into three groups of around 20 four children, each. The groups had to observe different things, so Group One of these children would view a person being aggressive with the Bobo doll, meaning hitting it,

punching it, kicking. Group 2 would view a person playing normally with the bobo doll how people normally play with it and also playing with other toys in the room, not paying any specific attention to the bobo doll and Group. There was a control group which would not observe anyone.

Now if you look at the pictures here, you will see the first row of pictures in blue or gray. You'll see the model, the aggressive model who is asked to be aggressive with the Bobo doll. So she is throwing the Bobo doll sitting on a chair, throwing it in the air, punching it, pushing it down, and in the last one she's even kicking it. So this was the aggressive model who was observed by Group One. Group 2 observed a model playing normally for that there is no picture here. But the model just played normally with the toys and did not show any aggression. Group three had nobody to observe.

So what happened is if you look at row two and row three.

Similar behaviors as there are being done by the aggressive model in the first row are being imitated by these children in row two and row three.

So it is evident that whatever behaviors of aggression they had seen, they started to imitate and this is what he proved with this experiment.

The main results were that children who observed the aggressive model made far imitative aggressive responses than those who did not see any aggressive model or those who did not see anyone at all.

Now there was a specific difference noted between girls and boys who observed the aggressive model, the girls who observed the aggressive models showed more physical aggression if the model they observed was a male, but they showed more verbal aggressive aggression, they would shout and scream, and push the doll with saying something to the door and being verbally aggressive, if the aggressive model they observed was a female.

So it's one of the known fact that females are more verbal in their aggression and males are usually more physical in their aggression. He also noted that boys are more likely to imitate same sex model than girls, so boys usually imitate how the man or the male model behaved in aggression. Girls imitating same sex models was not so strong. Sometimes they imitated the male

model, and sometimes a female model.

Boys imitated more physically aggressive acts, whereas girls

imitated equally physical aggressive but more on verbal

aggression side. So basically what this proved was

that by observing aggression in others, children can pick up

these forms of aggression.

And therefore this supported Banduras theory of social

learning. OK, His theory was called the social learning

theory that we learn by observing social situations. So

children learn the social behavior of aggression through

the process of observation,

learning by watching the behavior of the other person, and

this study is very important in proving the

implications for the effects of

how media and violence on television also can affect

children. Very often we expose children to cartoons like Chota,

Bheem, even Tom and Jerry in which there is actually a lot of

violence where one is attacking the other. People are being

punched and pushed and made into what look like flat rolls and then

they come back to life. So a lot of this exposure

to violence can make the child have a false belief that

things like this happen in life and it's OK to do stuff like

this. But this study of Bandura was criticized because

the people or psychologists said that he did it

in a very non ethical way.

That is, he conducted the experiment first of all with

children and exposed them to aggression, which could then,

because of their very young age, influence the development of

aggression in them later on in life. If they had not viewed it

otherwise, they would have been safe is what people said, so

they could be contributing to predisposing these children to

be aggressive later on in life, and mainly because of this

Banduras experiment was criticized. However, his whole

theory of social learning,

people realized, took into account the person's thought processes,

which many people have not done before. As human beings, they

also realized that people have a lot of cognitive control over

what they will imitate and what they will not imitate.

So, more recently,

Bandura renamed his theory and instead of just calling it

social learning theory, they now called it social cognitive

theory, symbolizing that it was a better description of how

people learn from social

experiences. They take in social experiences, they spend some

cognitive time on those experiences, and then with a

system of reflection decide what to use and what not to use. So

even social cognitive theory, however, today does not give a complete

explanation for all behavior and we will find that no single

theory is fully correct in all its aspects.

For more information you could go through these

books. Thank you.