

PSYCHOLOGY CLASS

**CLASS XII
CHAPTER: PERSONALITY
TOPIC: SOCIAL LEARNING
THEORY
DATE: 06.07.2020**

SOCIAL LEARNING THEORY OF BANDURA

Social Learning Theory is a theory of learning process and social behaviour which proposes that new behaviours can be acquired by **observation** and **imitating others**.

It states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement.

It particularly studies the impact of modelling and operant conditioning.

Explanation: A person can learn a behaviour of some other person through observation and imitation of the behaviour either intentionally or accidentally, but he may not imitate it 100% because of his own personal traits.

If a person will not like and appreciate the role model, he will obviously not imitate him. So, observation of models may be possible, but for imitation, reinforcement, reward is necessary.

Albert Bandura is a chief proponent of social learning theory in schools. He suggested that people can learn by observing others as well as by participating with them in various activities. However changes in behaviour occur due to social learning may be positive or negative.

What To Know About Social Learning Theory



1. People can learn through observation



2. Mental states are important to learning



3. Learning does not necessarily lead to behavior change

SOCIAL LEARNING THEORY BY JULIAN ROTTER

- Rotter's social learning theory suggests that the chance of a given behaviour to occur in a specific situation depends upon a person's expectencies concerning the outcome of the behaviour.



- Persons who strongly believe that they can shape, formulate and control their destinies are known as Internals. People who believe that they have little or no control on their destinies are known as Externals. Internals are better adjusted and happier persons than the externals.

