

# [Key concepts of social learning theory](https://assignbuster.com/key-concepts-of-social-learning-theory/)

Retentionwe have to have a memory of a behaviour to imitate itReproductionwe have to be physically able to imitate the behaviour ONKEY CONCEPTS OF SOCIAL LEARNING THEORY SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder NowMotivationthe rewards and punishments for an observed behaviours are considered. If rewards outweigh costs, more likely to imitateThe role of mediating processProcesses between observing and imitation(Observed behaviours is not automatically imitated)Vicarious reinforcementthe reinforcement an observer sees the model receivingModellingwhen someone is influencial on someone else in some way, they are that person's modelIdentificationWhen an individual is influenced by another because they are in some way similar or they wish bto be like themImitationwhen an individual observes a behaviour from a model and imitates itAttentionHas to be payed to an observed behaviour and reinforcement in order for it to be imitated