

Key concepts of social learning theory



**ASSIGN
BUSTER**

Retention we have to have a memory of a behaviour to imitate
it
Reproduction we have to be physically able to imitate the behaviour
ONKEY
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Motivation the rewards and punishments for an observed behaviours are considered. If rewards outweigh costs, more likely to imitate
The role of mediating process Processes between observing and imitation (Observed behaviours is not automatically imitated)
Vicarious reinforcement the reinforcement an observer sees the model receiving
Modelling when someone is influential on someone else in some way, they are that person's model
Identification When an individual is influenced by another because they are in some way similar or they wish to be like them
Imitation when an individual observes a behaviour from a model and imitates it
Attention Has to be paid to an observed behaviour and reinforcement in order for it to be imitated