Observational learning (bandura)

observational learning model-proposes that a person can simply observe another person (a model) perform a behavior and subsequently display that behavior himself without external reinforcement

-Bandura

-most effective when combined with guided participationBandura- Observational learning

- concluded that observational learning entails a change in cognition involving four processes ONOBSERVATIONAL LEARNING (BANDURA) SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Nowfour processes of observational learning- attentional

-retention

- production

- motivationalattentional- first process of observational learning

- to learn the modeled behavior, the learner must attend to and accurately perceive itretention-second process of observational learning

- to reproduce the modeled behavior, the learner must symbolically process it in memory through verbal coding or visual imagery

- improved by cognitive rehearsalproduction-third process of observational learning

- the learner must be able to accurately reproduce and rehearse the modeled behavior

- improved through practice and feedbackmotivational-fourth process of observational learning

- the learner must be motivated to learn and perform the modeled behavior

-increased when the learner is reinforced, but the reinforcement can be either internal (self-reinforcement), vicarious, or externalguided

participationprogressive performance by the learner with assistance from a modelcharacteristics of effective model- the model has high status or has had past success

- the model is perceived to be similar to the learner

- the model's behavior is visible and relevant to the learner's needs and goals

- the model has been reinforced for engaging in the behaviorvicarious reinforcementthe model has been reinforced for engaging in the behaviorself-efficacypersonal mastery