

Social learning theory

key words



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Imitation The copying of a behaviour. It is commonly applied to the way in which an observer copies the behaviours of a model. Self-Efficacy The belief that one is able to achieve certain goals or succeed at something.

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90/PAGE Order Now Mediating cognitive factors Cognitive processes or mental events that take place between a stimulus and response. Attention A

mediating cognitive factor in which model features and observer imitation (to observe the model) occur. Retention A mediating cognitive factor in which

behaviour is encoded using language or imagery. This is where learning

occurs. Motor Reproduction A mediating cognitive factor in which the observer must feel able to perform the behaviour that they have observed.

Motivation A mediating cognitive factor in which rewards and punishments will determine whether or not the behaviour will be performed. Vicarious

reinforcement Occurs in observational learning when the observer sees another person being reinforced for behaving in a certain way i. e. it is

indirect. Vicarious punishment Where an observer observes another person receiving a punishment i. e. it is indirect. Identification Adopting a range of

attitudes, values and behaviours from a role model, especially a parent.

Live A 'real' model that the observer knows/can interact with as opposed to a character from a book/film etc. Personal Agency The basic belief we have that

we are able to change things and make life better for ourselves. Reciprocal determinism A concept proposed by Bandura which examines the

interactions between external or situation factors, internal or cognitive

factors and behaviour. Soft determinism A view which recognises that both determinism and free will play a role within human behaviour.