

Bandura (1965)- social learning theory



**ASSIGN
BUSTER**

Aim (original) To investigate if a child would copy an adult's aggressive behaviour towards a Bobo doll
Sample (original) 72 children, 36 boys 36 girls, were placed into 3 groups all with equal aggression levels

1) Aggressive role model (split again into groups with 6 children shown role models of same/ differing sex)

2) Non- aggressive role model

3) No role model

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Procedure (original) Children watched the role model in the play room

Arousal stage

Children were observed
Results (original) Aggressive conditions displayed aggressive behaviour

Male - male = more physical aggression

Female - female = more verbal aggression

Some children used other aggressive toys 'guns' which the model did not use to hit the Bobo doll
Conclusion (original) Boys were more likely to imitate a same-sex role model

If a child is exposed to an aggressive role model it is likely that they will imitate their behaviour
G (original) All children came from the same nursery and from upper-middle class families, cultural bias, as children just could be more compliant to the role model's behaviour
Children all also had the same aggression levels to begin with, so not representative of all aggression types
R (original) High standardisation of controls so can be replicated, sample screened due to teacher ratings, more/less aggressive children were removed so that all children started with the 'same' aggression levels, therefore changes in aggression can be easily observed
A (original) Media

should restrict aggressive role models and promote healthy life styles

insteadV (original)Low internal validity- Bobo dolls are designed to be hit so study actually testing what children think to do in the presence of a Bobo doll

Low ecological validity due to an uncommon scenario lacking mundane realism as well as in a lab setting, therefore cannot generaliseE

(original)Stress could be caused during arousal phase

No reverse stage (shown a positive role model)Aim (variation)To investigate whether children would be more aggressive when they viewed the role

model being rewarded for their aggression (Vicarious reinforcement)Sample

(variation)33 male 33 female from SUNS were placed in 3 groups (aggression levels the same)

1) Model rewarded for their aggressive behaviour ('strong champion' sweets)

2) Model punished for their aggressive behaviour ('a big bully' hitting him with a role up newspaper)

3) No consequenceProcedure (variation)Children entered a surprise play room and watched 5 min program where model exhibited aggressive behaviour, followed by vicarious reinforcement (watched on TV to see if the effect of the role model was the same)

Children taken to a playroom and observedConclusion (variation)Child more likely to imitate behaviour if positively reinforced role model is observed