

CLASS – 11

PSYCHOLOGY

Chapter – 5

Learning

Part – 3

Observational Learning
(Modeling or Imitation)

Sonal Koul



OVERVIEW



1. Meaning of Learning
2. Classical Conditioning
3. Operant Conditioning
4. Key learning Processes
5. Observational Learning
6. Cognitive Learning
7. Verbal Learning
8. Skill Learning
9. Factors that Facilitate Learning

OBSERVATIONAL LEARNING (MODELING OR IMITATION)

- ▮ Observational learning refers to learning by watching others and **imitating** their behavior.
- ▮ The individual (called the observer) watches another person (called the model) perform a behavior and then **replicates** it.



- ▮ Does not require direct reinforcement. It involves indirect learning through **observation**, **attention**, and **memory**.



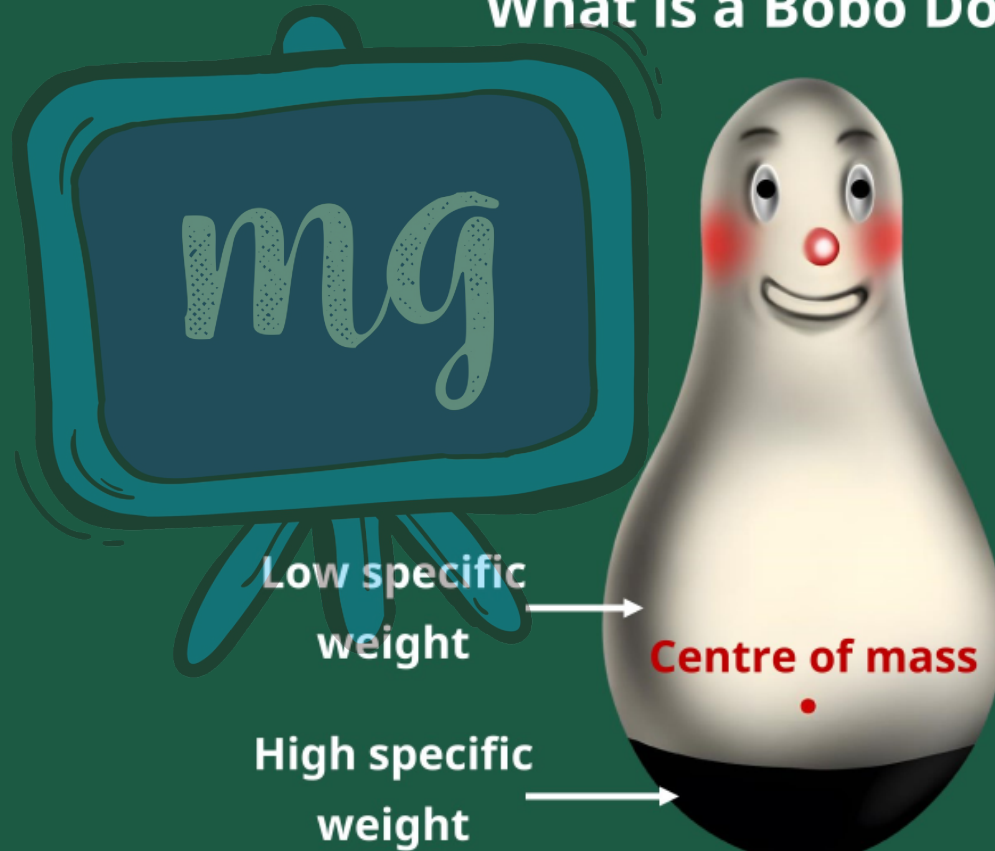
KEY RESEARCHER

Albert Bandura

Albert Bandura conducted the famous
Bobo Doll Experiment.



What is a Bobo Doll?



What is a Bobo Doll?

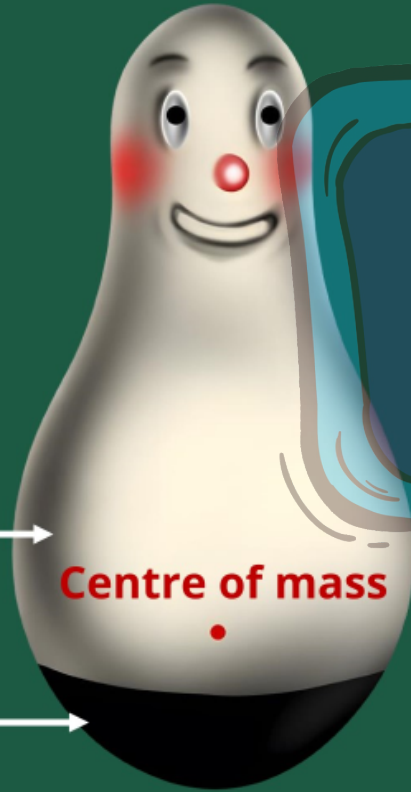
A Bobo doll is a large, inflatable clown doll that returns to an upright position when knocked down. It was used as a harmless target for the expression of aggression in the experiment.

- Children watched an adult behaving aggressively towards a Bobo doll.

Low specific
weight



High specific
weight



Centre of mass





- Later, children imitated the same aggressive behavior when left alone with the doll.
- This showed that children learn through observing and imitating others.

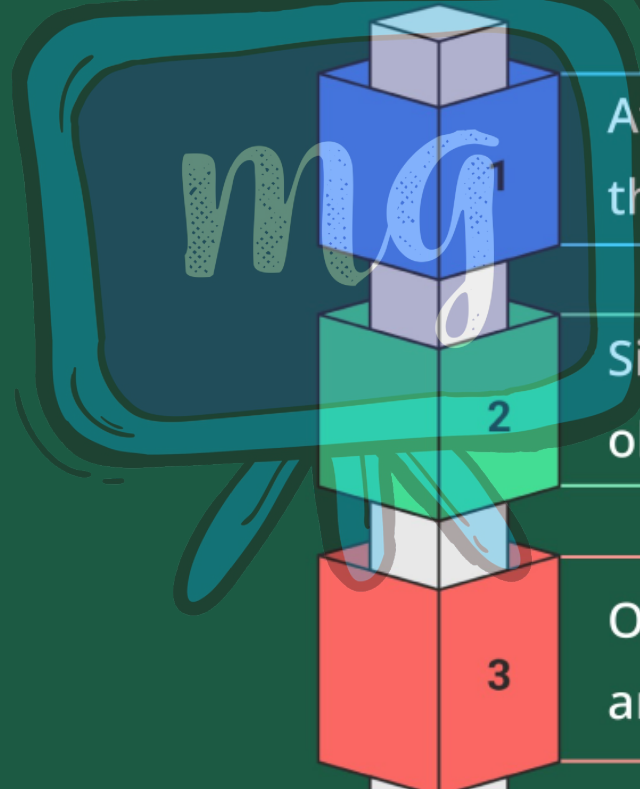


Key Elements of Observational Learning (Bandura's Theory)

1. Attention :

- ▮ The observer must pay attention to the model's behavior.

Influenced by:



Attractiveness and status of the model

Similarity of the model to the observer

Observer's interest, mood, and focus

2. Retention :

- ▮ The observer must remember the behavior they have seen.
- ▮ Retention depends on:

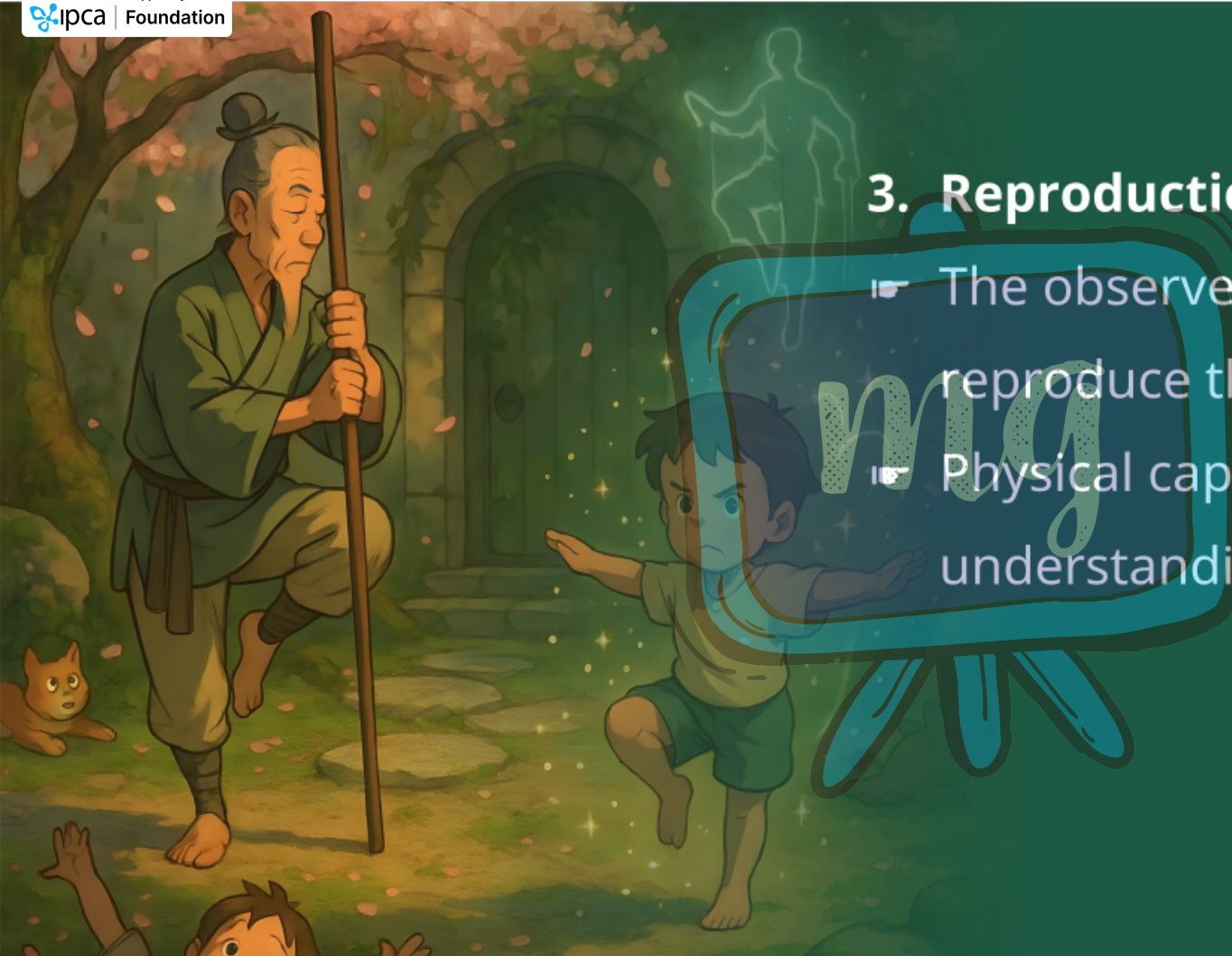
Mental
images

Verbal
Descriptions

Rehearsal
in Memory

3. Reproduction :

- ▣ The observer must have the ability to reproduce the behavior.
- ▣ Physical capability and mental understanding are necessary.



4. Motivation :

- ▣ The observer must be motivated to perform the behavior.
- ▣ Motivation can come from:
 - ✧ Direct reinforcement
 - ✧ Vicarious reinforcement (seeing the model being rewarded)
 - ✧ Self-reinforcement (personal satisfaction)



VICARIOUS LEARNING

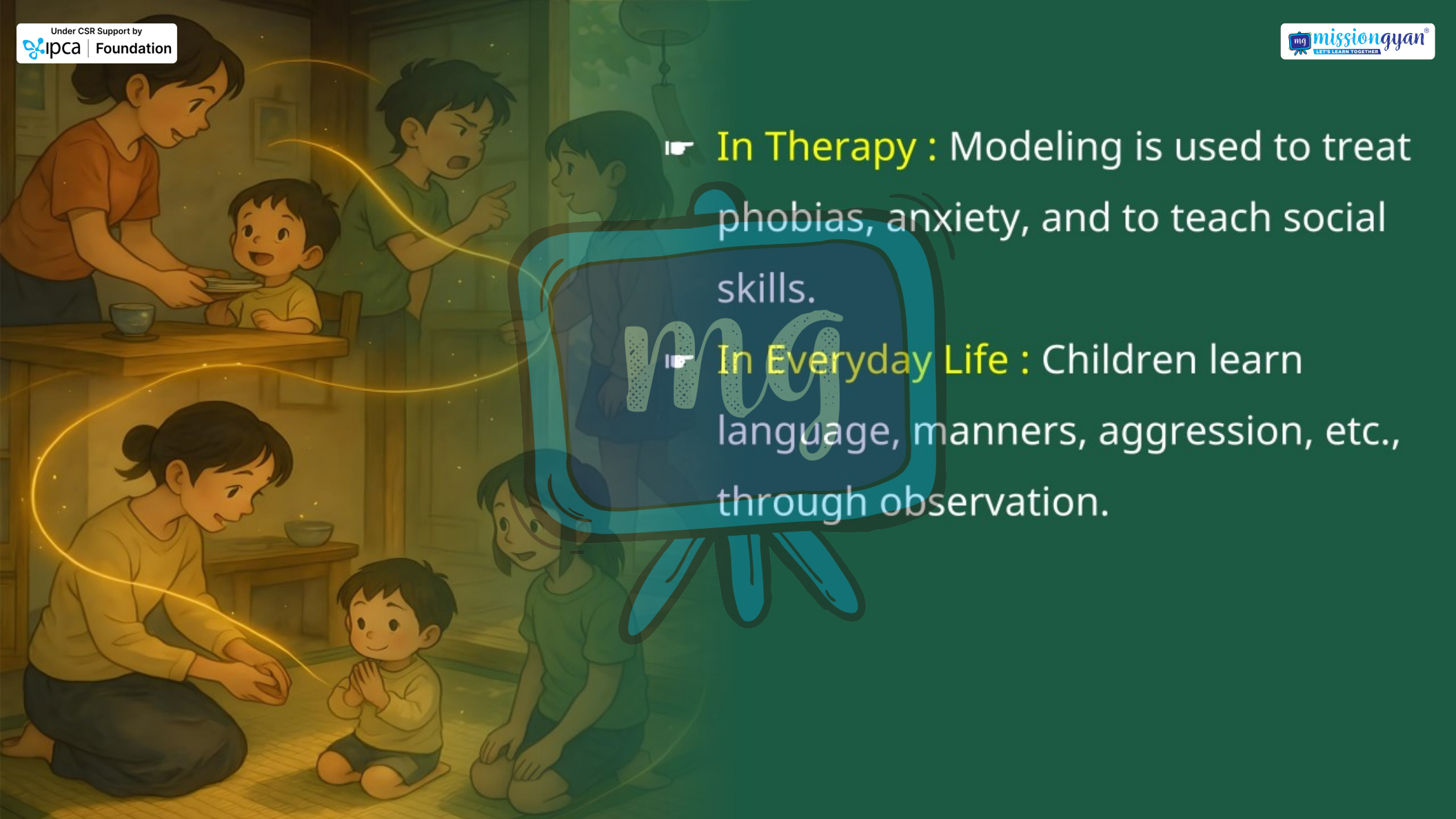
- ▮ A special form of observational learning.
- ▮ The observer learns by seeing the consequences (rewards or punishments) of the model's actions.

Example : A student sees a peer praised for completing homework



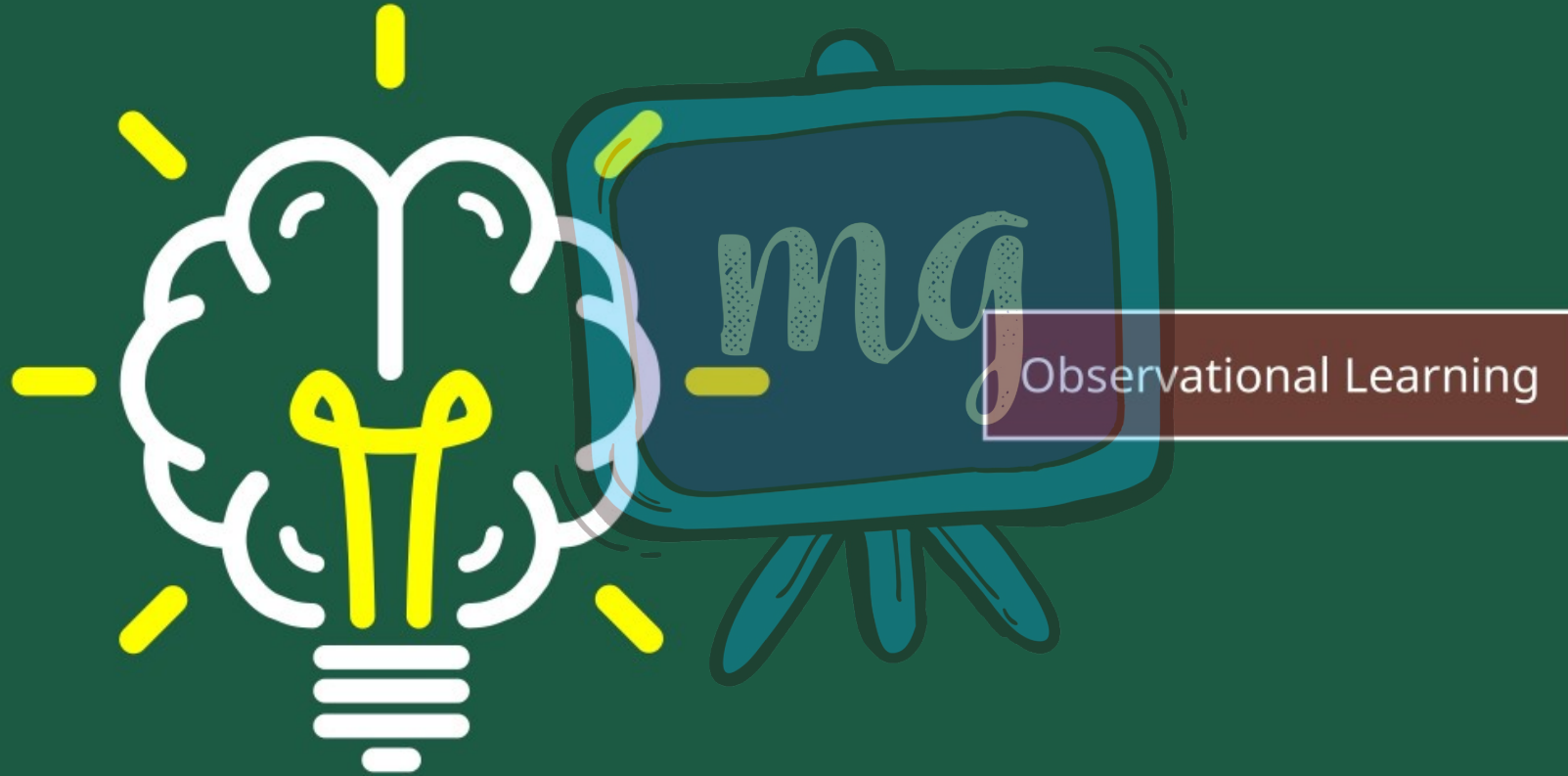
APPLICATIONS OF OBSERVATIONAL LEARNING

- **In Education :** Teachers serve as role models. Students learn behaviors and skills by watching.
- **In Media :** Children and adolescents may imitate behaviors seen in movies, TV, or social media.



▮ **In Therapy** : Modeling is used to treat phobias, anxiety, and to teach social skills.

▮ **In Everyday Life** : Children learn language, manners, aggression, etc., through observation.



1

Who is the main psychologist associated with observational learning?

- ☐ A Ivan Pavlov
- ☐ B B.F. Skinner
- ☐ C Albert Bandura
- ☐ D Edward Thorndike

2

Observational learning is also known as:

- ☐ A Classical conditioning
- ☐ B Operant conditioning
- ☐ C Cognitive learning
- ☐ D Modeling

3

In Bandura's Bobo Doll experiment, children were more likely to imitate aggressive behavior when:

- ☐ A The model was punished
- ☐ B The model was rewarded
- ☐ C The model was ignored
- ☐ D The child was alone

B)