

SOCIAL LEARNING THEORY

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EDCI 887 ProSem I
My Favorite Theory
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Once upon a
time...

I told my students
to go into the
hallway and stand
along the lockers
by the water fountain.

~~THAT'S~~

THAT'S

☐ Along the lockers

~~THAT'S~~

☐ Along the lockers

AND

☐ By the water
fountain

Here's what I got:

Here's what I got:

☐ Along the lockers

Here's what I got:

nope ☐ ~~Along the lockers~~

Here's what I got:

nope ☐ ~~Along the lockers~~

AND

☐ By the water fountain

Here's what I got:

nope ☐ ~~Along the lockers~~

AND

nope ☐ ~~By the water
fountain~~

Here's what I got:

nope ☐ ~~Along the lockers~~

~~AND~~ uhhh no

nope ☐ ~~By the water~~
~~fountain~~

They were in
a line...

They were in

a line...

but in the middle

of the hall

They were in

a line...

but in the middle

of the hall

nowhere near the

water fountain.

Not a

HUGE

deal.

But still.

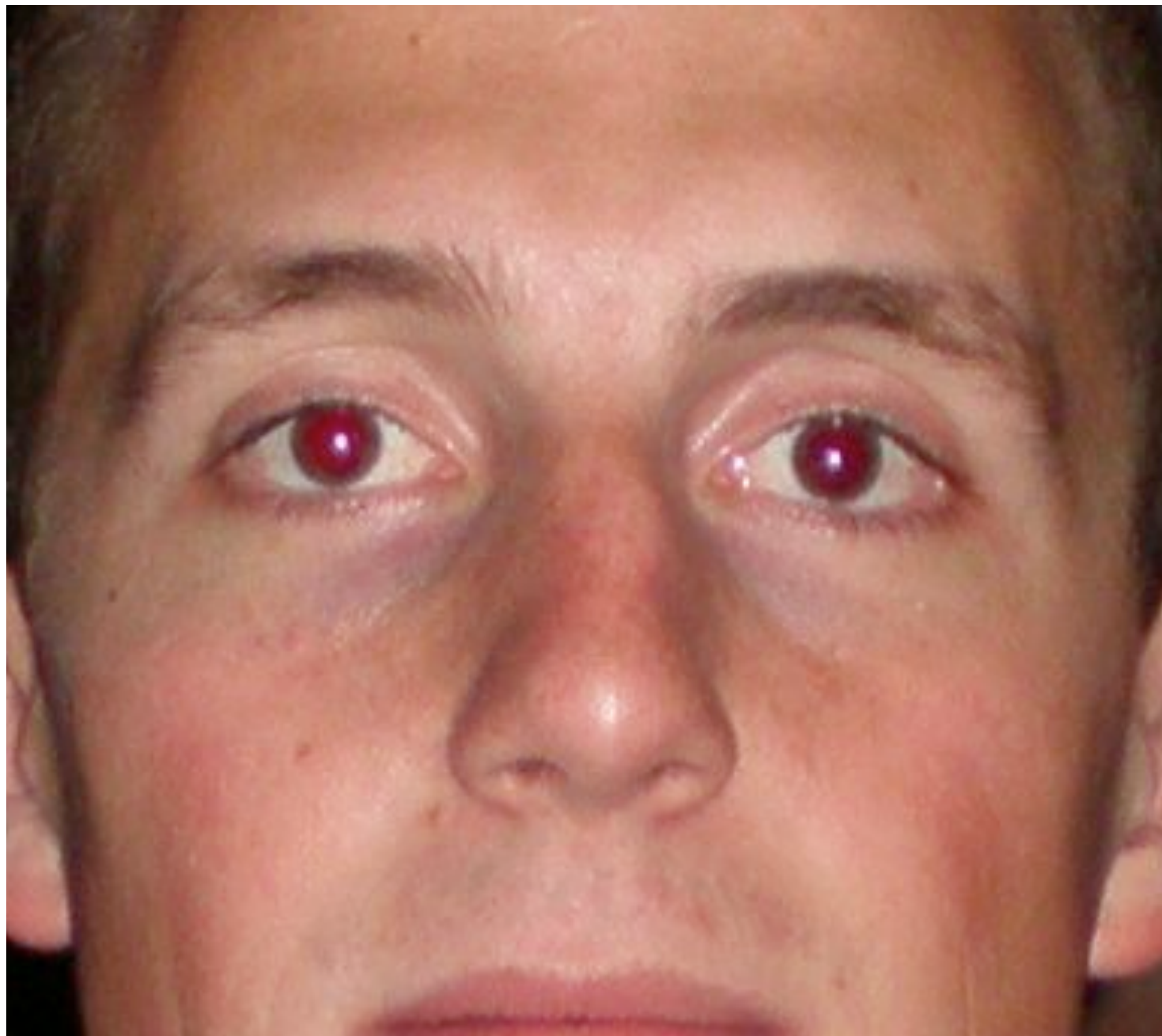
But still.

It bothered me.

So I just...

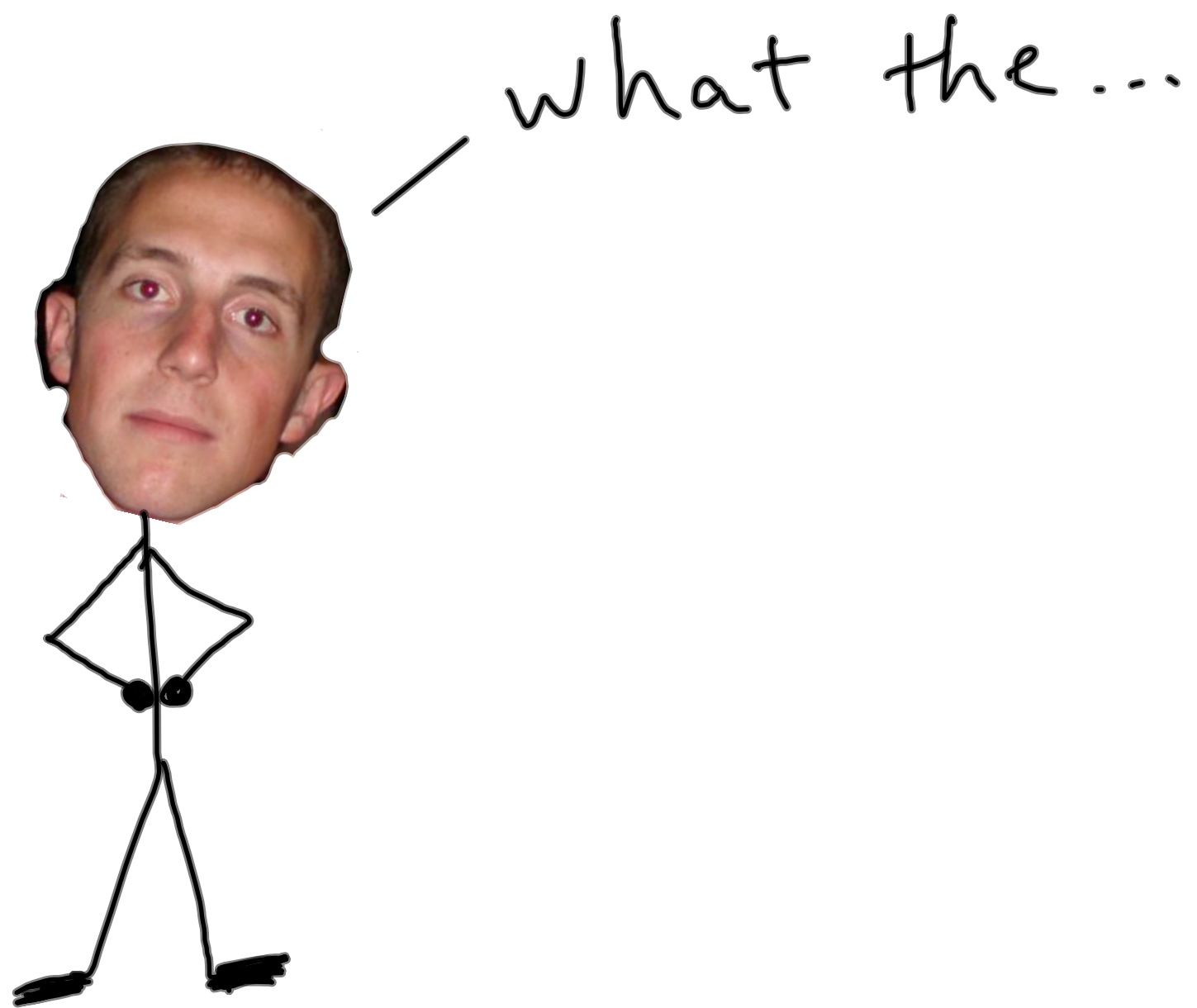
So I just...

stared at them.



And I thought to m'self...





what the...

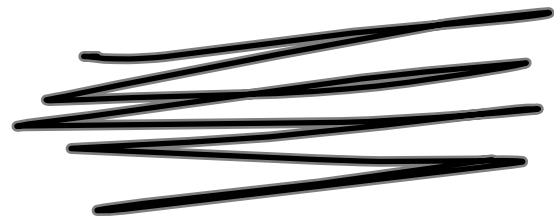


what the...
— who...



what the...
who...
now why...

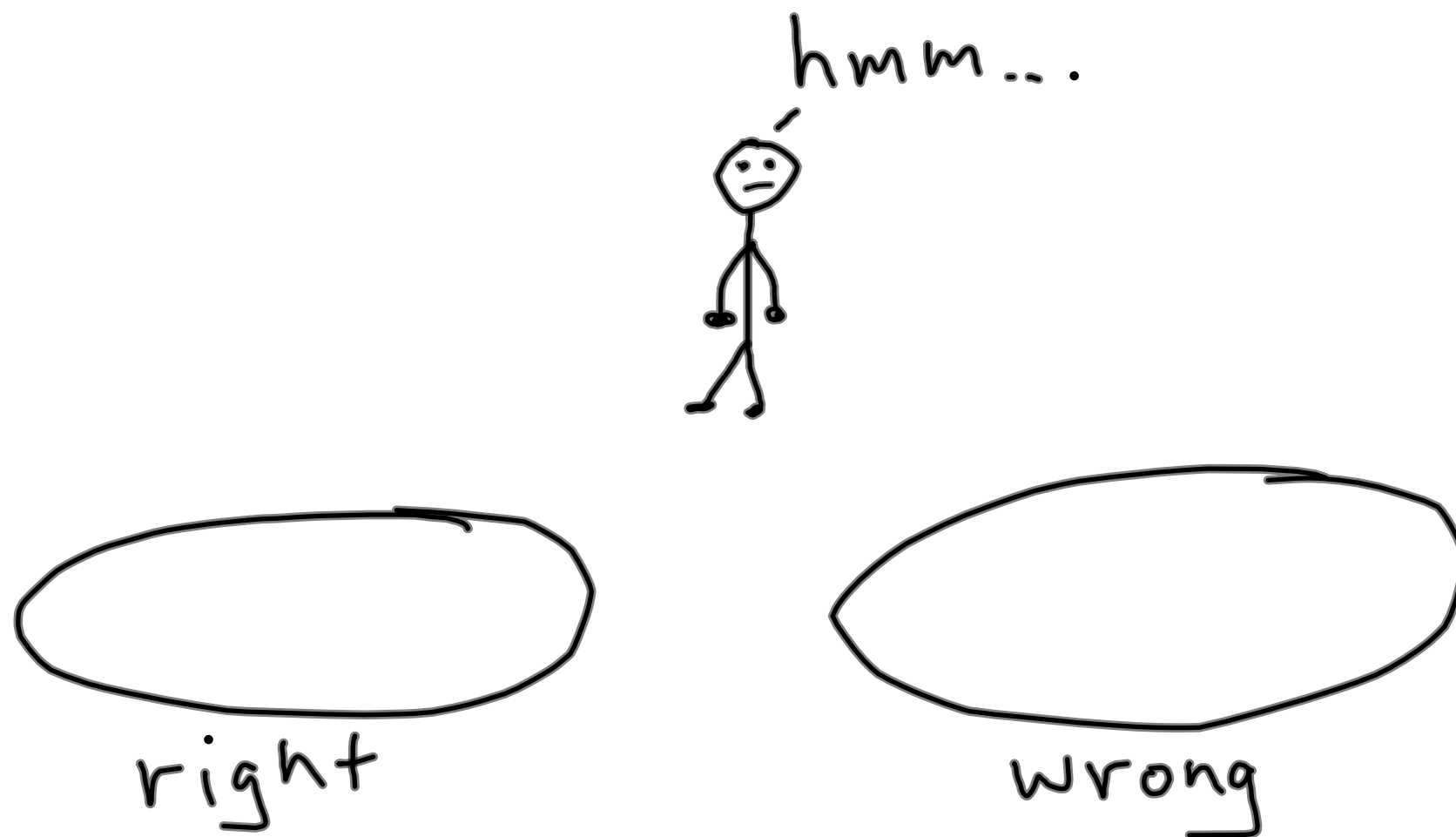
WHAT R U
DOING?

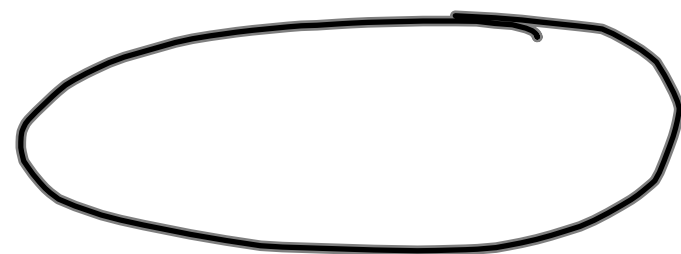


As it

turns out...

One student did the
wrong thing





right

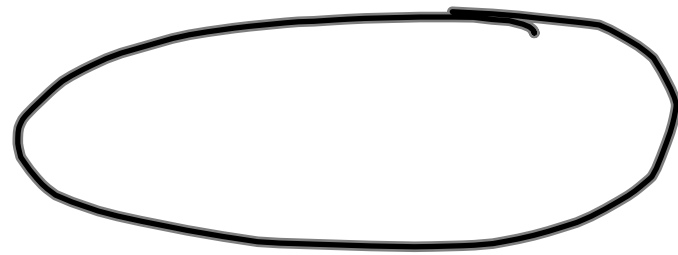


wrong

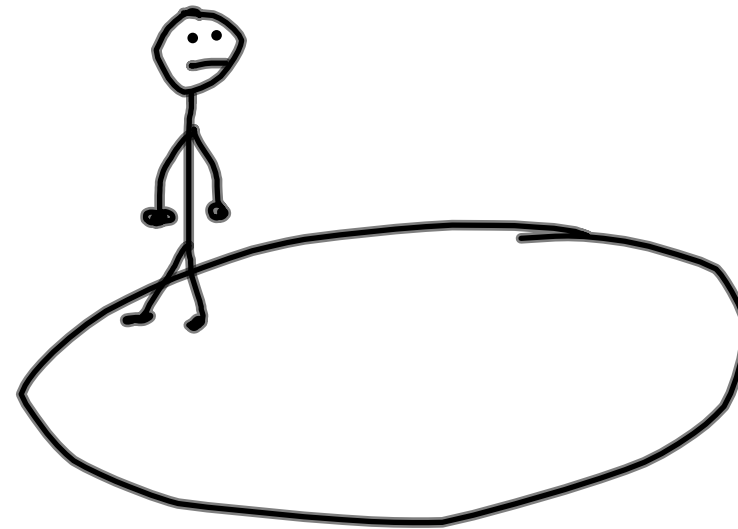
So then they all

did the

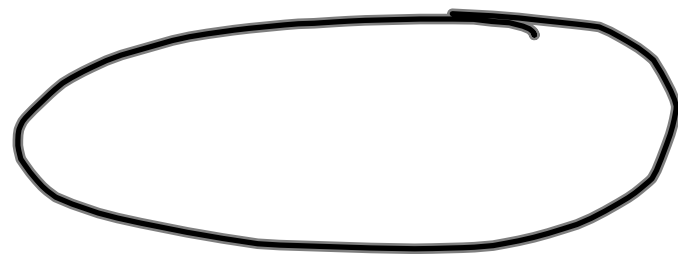
wrong thing.



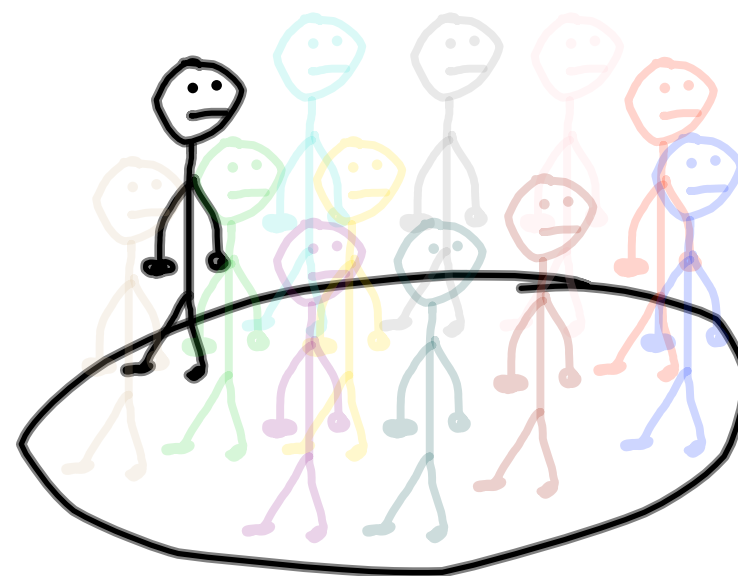
right



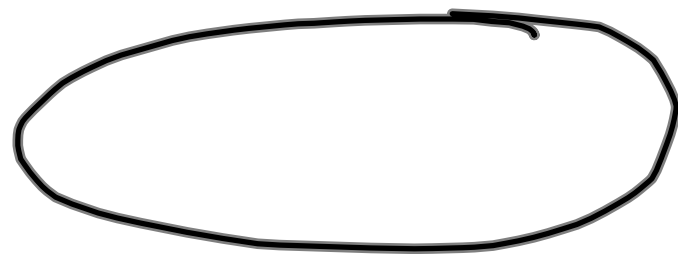
wrong



right



wrong



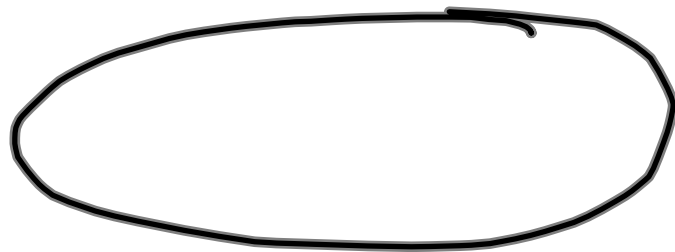
right



wrong

This is called

IMITATION.



right



wrong

And in addition to
being the sincerest
form of flattery...

... imitation is also

part of Albert

Bandura's Social

Learning theory.

And so are
observational learning
and modeling (Abbott, para 1).

This is Bandura



(Esquele)

Bandura's Social Learning

Theory "emphasizes the importance of observing and modeling the behaviors, attitudes, and emotional reactions of others" (Kearsley, 2010, para 1).

In fact,

Bandura (1977) says "most
human behavior is learned
observationally..." (p. 22)

This means our students
learn far more from

→ their peers than their teachers

AND

→ what a teacher does compared
to what the teacher says.

Most of us figure that
out at some point...

... but it's easy to

forget.

AND

NOW...

the 3 PRINCIPLES

of

Social Learning theory

at least, according to Kearsley (2010)

Principle #1

Principle #1

"The highest level of
observational learning is
achieved by"
1 → organizing the behavior

Principle #1

"The highest level of observational learning is achieved by"

1 → organizing the behavior

2 → rehearsing it

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"The highest level of observational learning is achieved by"

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3 → "coding" it

(Kearsley, 2010, para 5)

Principle #1

"The highest level of observational learning is achieved by"

- 1 → organizing the behavior
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(Kearsley, 2010, para 5)

Principle #1

"The highest level of observational learning is achieved by"

- 1 → organizing the behavior
- 2 → rehearsing it
- 3 → "coding" it

(Kearsley, 2010, para 5)

**WHAT
IS
DAT**

From Kearsley (2010):

From Kearsley (2010):

"Coding modeled behavior
into words, labels, or images
results in better retention
than simply observing"
(para 5).

Principle #2

Principle #2

"Individuals are more likely
to adopt a modeled behavior
if it results in outcomes
they value" (Kearsley, 2010, para 6).

Hmm...

This means the
whole hallway situation
could've gone down
quite differently.

Me thinks

my students all
went to the wrong area
because...

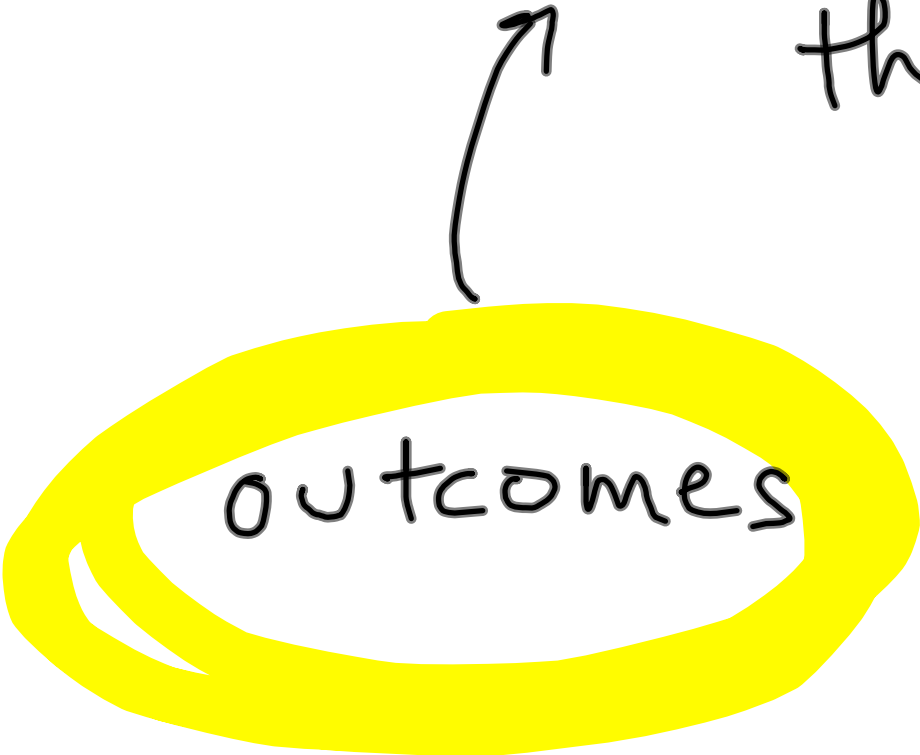
"People can learn by observing the behaviors of others and the outcomes of those behaviors" (Abbott, para 2).

"People can learn by observing the behaviors of others and the outcomes of those behaviors" (Abbott, para 2).

outcomes

What if I made
the outcome...

outcomes



What if I made
the outcome
Negative?

outcomes

What if I made
the outcome

~~Negative?~~
BAD

outcomes

What if I made
the outcome

~~Negative?~~

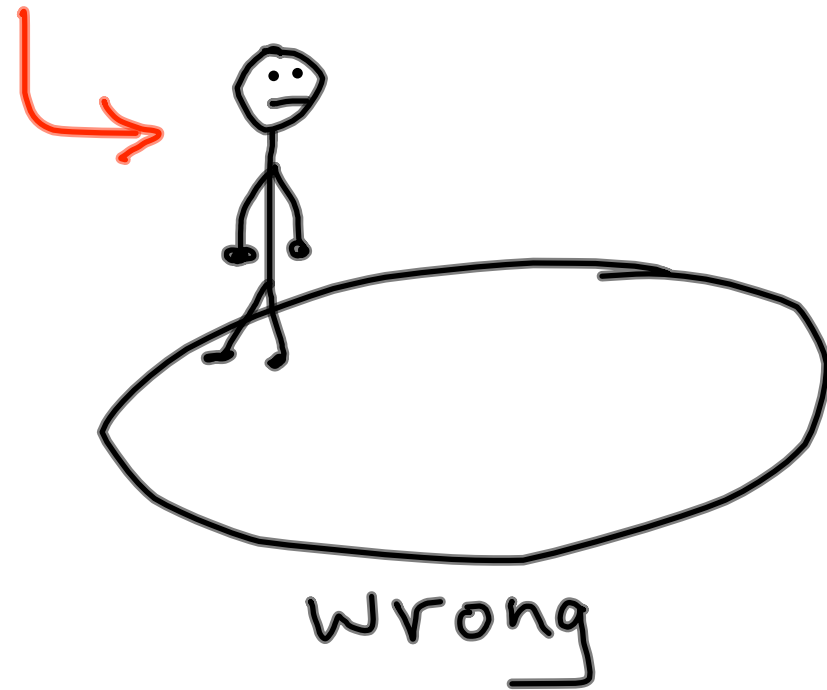
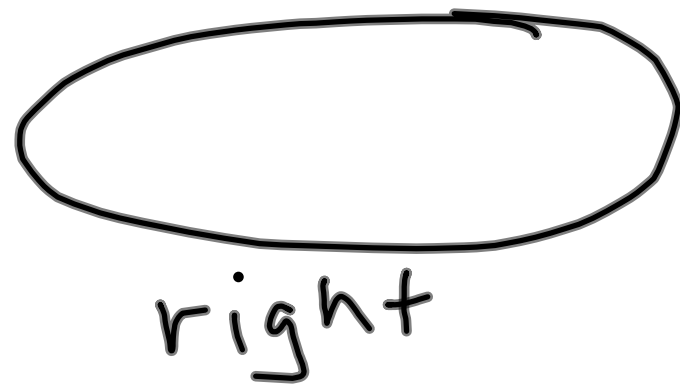
~~BAD~~

MEAN!

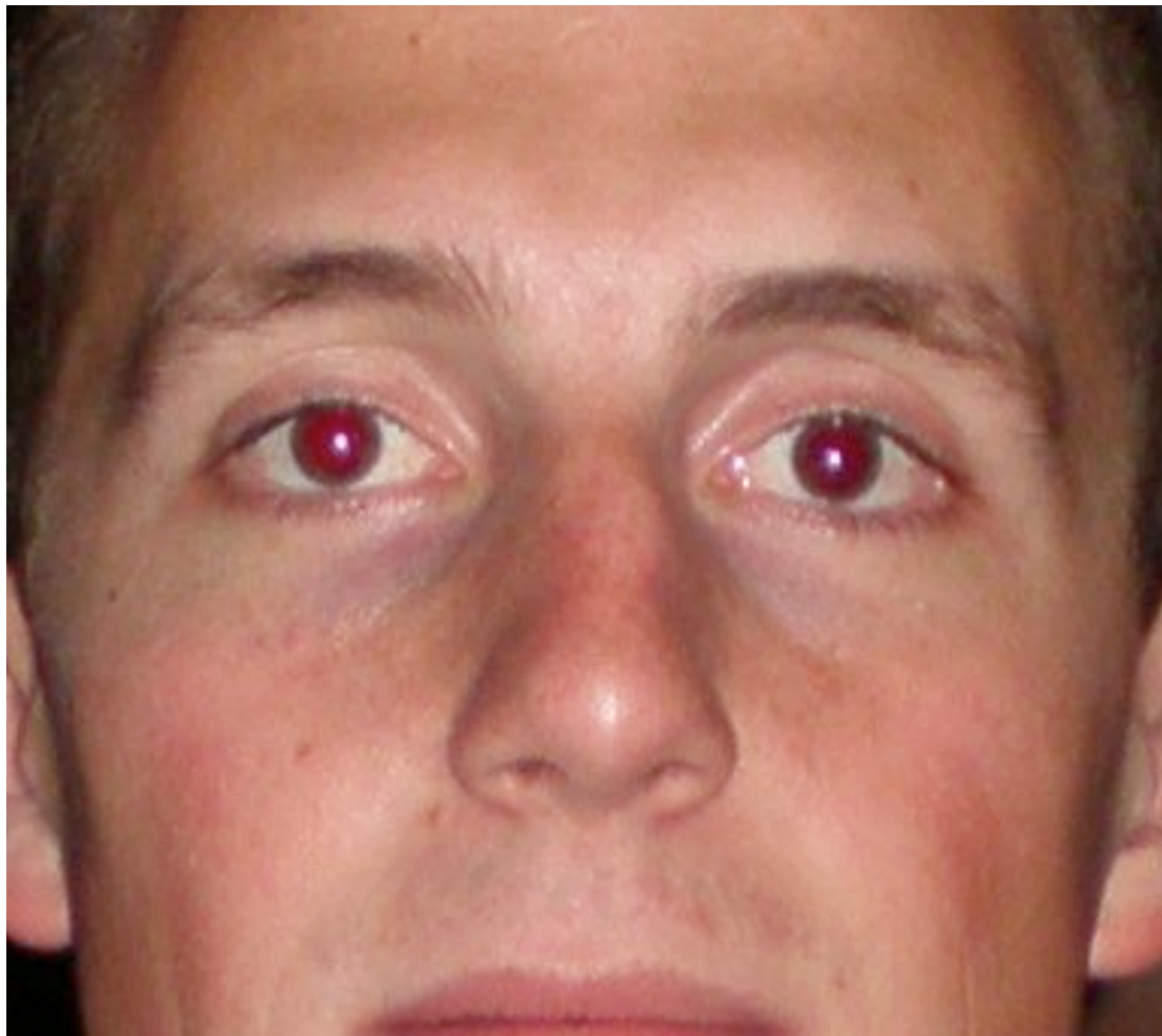
~~MEAN!~~

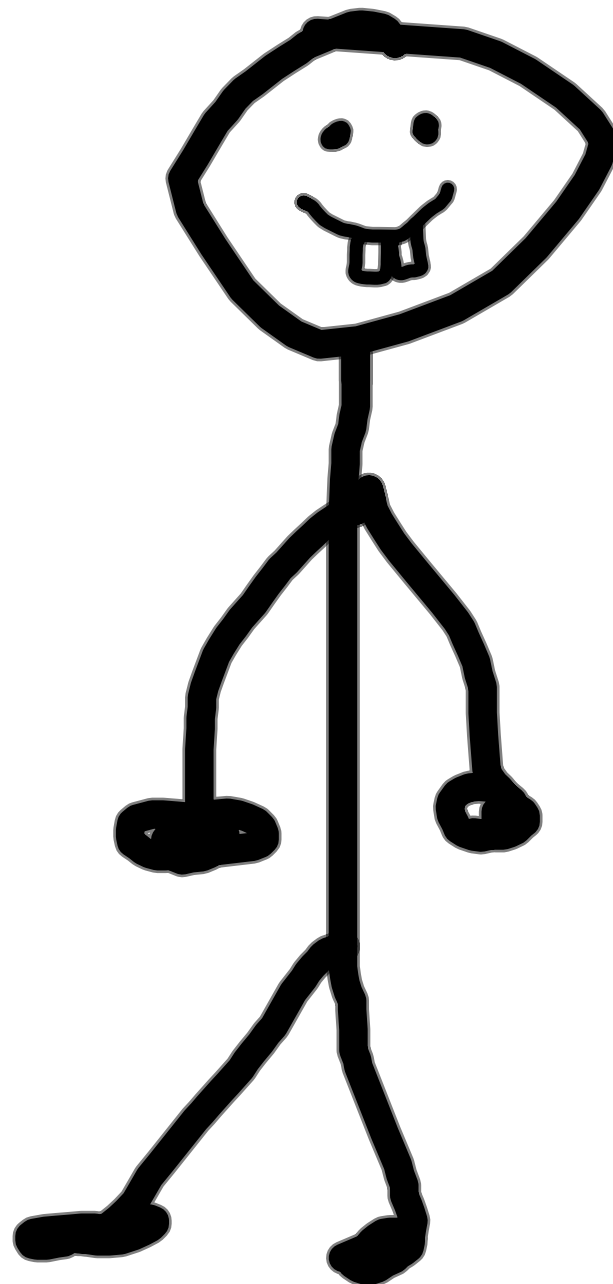
outcomes

What if I
had berated
the first kid



Say, like this...



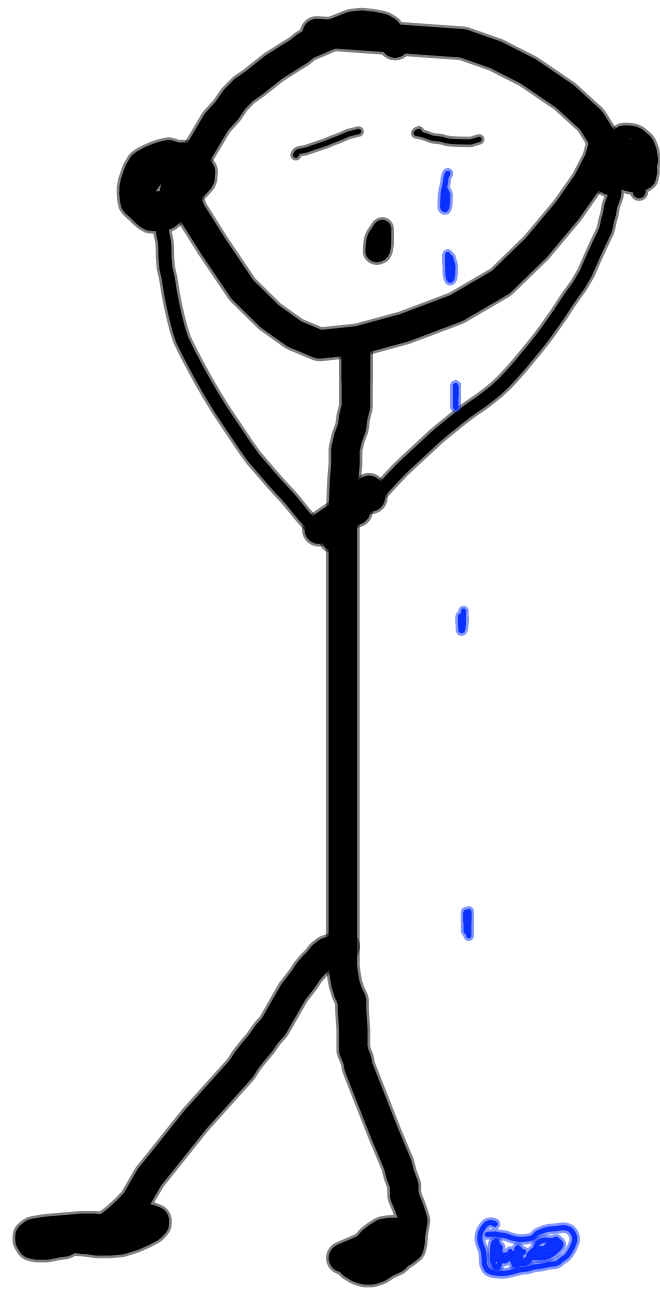


THE BERATOR

GRR!

RAWR!





Now...

Had I reacted to the

first student's behavior

like THAT...

... I bet fewer kids

would've imitated him.

After all,

After all, "awareness and
expectations of future
reinforcements or punishments

After all, "awareness and expectations of future reinforcements or punishments can have a major effect on the behaviors that people exhibit" (Abbott, para 4).

I'm glad I wasn't
mean.

They lined up in
the wrong spot.

No biggie.

They* are humans,**

after all.

* My students
** unverified

Ok, anyways...

Social Learning Theory

Principle #3

Social Learning Theory

Principle #3

"Individuals are more likely to
adopt a modeled behavior

Social Learning Theory

Principle #3

"Individuals are more likely to adopt a modeled behavior if the model is similar to the
observer

Social Learning Theory

Principle #3

"Individuals are more likely to adopt a modeled behavior if the model is similar to the observer and has admired status

Social Learning Theory

Principle #3

"Individuals are more likely to adopt a modeled behavior if the model is similar to the observer and has admired status and the behavior has functional value" (Kearsley, 2010, para 7).

This makes me
think of the
AXE body spray
ads.

One quick spray,
and...

VOILÀ!

The AXE ad
nails principle #3...

☐ similar to the observer

☐ admired status

☐ functional value

☒ Similar to the observer
→ average-looking Gen Y guy

☐ admired status

☐ functional value

☒ Similar to the observer
→ average-looking Gen Y guy

☒ admired status
→ ladies all over him

☐ functional value

✓ Similar to the observer
→ average-looking Gen Y guy

✓ admired status
→ ladies all over him

✓ functional value
→ uhhh ladies all over him

So how does
Bandura's Social Learning
Theory relate to Distance
Education (DE)?

Well, DE teachers just
need to remember that
students will follow the
crowd when in doubt.

And it helps to
see what other students
are up to.

And it helps to
see what other students
are up to.

↳ artifacts

And it helps to
see what other students
are up to.

↳ artifacts

↳ presentations

And it helps to
see what other students
are up to.

↳ artifacts

↳ presentations

↳ examples

We have these
in our ProSem I
class.

Examples from the past

online

My Organizer

Message Board

Search messages

Board/Archive: Current Threads

Threads	Replies	Unread	Author	Latest Post
Social Media: Current Threads				
Social Media	3	0	Sue [REDACTED]	Robert [REDACTED] on 11/17/09 6:27 PM
Social Media	4	0	Robert [REDACTED]	Saud [REDACTED] on 11/17/09 2:53 AM

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We can view each other's assignments and give feedback.

My Organizer

Message Board

Search messages

Threads		Replies	Unread	Author	Latest Post
DE Resources: Current Threads					
Mohammad's PLN		5	0	Mohammad Alkhalil	Brent [redacted] on 8/31/10 9:41 PM
PLN - Tyler Stuberhofer		7	0	William Stuberhofer	Brent [redacted] on 8/31/10 9:36 PM
PLN - iGoogle - A [redacted]		5	0	Angela [redacted]	Peggy [redacted] on 9/1/10 7:24 AM
PLN - iGoogle - [redacted]		6	0	Brent [redacted]	Angela [redacted] on 8/30/10 10:21 PM
PLN - iGoogle - [redacted] (Updated)		4	0	Shea C. [redacted]	Angela [redacted] on 8/30/10 10:23 PM
PLN - Justin [redacted]		3	0	Justin [redacted]	Anissa [redacted] on 8/31/10 3:36 PM
PLN - Baker [redacted]		4	0	Baker [redacted]	Angela [redacted] on 8/30/10 10:32 PM
PLN - iGoogle - [redacted]		3	3	Abbie [redacted]	Angela [redacted] on 8/30/10 10:35 PM
PLN - Kristine [redacted]		3	0	Kristine [redacted]	Angela [redacted] on 8/30/10 10:38 PM
PLN - Victoria [redacted]		4	0	Victoria [redacted]	Anissa [redacted] on 8/31/10 3:41 PM
PLN - Facebook, Megan [redacted]		4	0	Megan [redacted]	Angela [redacted] on 8/30/10 10:41 PM
PLN - Mindy [redacted] - Facebook		3	3	Mindy [redacted]	Baker [redacted] on 8/30/10 7:57 AM
Peggy's PLN Posts		5	5	Peggy [redacted]	Mohammad [redacted] on 8/30/10 9:12 PM
Jennifer PLN		3	3	Jennifer [redacted]	Baker [redacted] on 8/30/10 8:19 AM
iGoogle - Anissa [redacted]		3	0	Anissa [redacted]	Victoria [redacted] on 8/29/10 3:28 PM

And we present!

The screenshot shows a virtual meeting interface. The main window displays a drawing of a park scene with a sun, a cloud, a tree, and a swing set. The text "i'm bored...those who want can add to the picture" is written at the top of the drawing. Below the drawing, the text "To: Dr Talab" and "From: Mindy" is written. The interface includes a menu bar at the top with options like "Marratech", "File", "Edit", "Object", "Document", "Slides", "Window", and "Help". A toolbar with various drawing tools is visible below the menu bar. On the right side, there is a video feed of a man wearing a headset. Below the video feed is a grid of smaller video feeds for other participants. At the bottom right, there is a chat window with a list of messages.

Office/Bulletin Board - Marratech

Untitled, Kristine Gregory

100%

16

i'm bored...those who want can add to the picture

To: Dr Talab
From: Mindy

Public | Privacy

8:16 PM | Megan: how funny!
8:16 PM | Jennifer: might want to preview before we pull it up in front of our class
8:16 PM | Amisa: never heard of it
8:17 PM | Jennifer: I use teachersube a lot too
8:17 PM | Peggy: Yeh, I found the teachersube also

So I think our
class does a good job
considering S.L.T.

So I think our
class does a good job
considering S.L.T.
and utilizing it
as well.

I hope you learned a
bit about Albert Bandura's
Social Learning Theory

I hope you learned a
bit about Albert Bandura's

Social Learning Theory

and/or

enjoyed this presentation.

References*

Abbott, Lynda. (n.d.). *Social learning theory*. Retrieved from http://teachnet.edb.utexas.edu/~lynda_abbott/social.html

Bandura, A. (1977). *Social learning theory*. New York, NY: General Learning Press.

Escuela de Psicología UTAL, . (Photographer). (2007). *Emilio moyano y albert bandura*. [Web]. Retrieved from <http://www.flickr.com/photos/psicologiautal/853450686/>

Kearsley, G. (2010). *Theory into practice*. Retrieved from <http://tip.psychology.org/index.html>

*Too lazy to handwrite these.