

LEARNING THEORIES

14-3

Behaviourism

- Tries to discover the contingencies of reinforcement.
- Look at Ruben p. 388
- What conditions are reinforcing behaviour?
- What rewards encourage the trait or behaviour?
- Pro—testable
- Con—Does not explain behaviour, just predicts and attempts to control

Social Cognitive Theory

- Albert Bandura
- Personality acquired through observational learning
- Behaviour influenced by self-efficacy
 - ▣ Belief in positive outcome=perseverance
 - ▣ Belief in negative outcome=give up
- Easily measured (as opposed to psychoanalytic)
- Explain behaviours, not personality
- Do not explain biological factors