9-3 SOCIAL LEARNING

Chapter 9: Learning

Social Learning

- Altering behaviour by observing and imitating the behaviour of others.
- Learning is purposeful—more than mechanical responses to stimuli or reinforcement.
- Two main types of social learning:
  - Cognitive Learning
  - Modeling

Cognitive Learning

- How information is obtained, processed and organized.

- Cognitive Map=change in behaviour that results from observation or imitation

- Latent Learning=not an immediately observable change in behaviour

Cognitive Learning

- Tolman's rats in the maze
  - Exploration, no reinforcer
  - Food at end of maze—shortest route
  - Block shortest route—takes second shortest route
  - Rat had developed a "map" of the maze in its head

Cognitive Learning

- Can you think of your own cognitive maps?
- When was a time you or someone you know displayed cognitive learning?

Cognitive Learning

- Learned Helplessness = condition in which repeated attempts to control a situation fail resulting in the belief that the situation is uncontrollable
  - Milgram's study of caged dogs
  - Hiroto's study of college students and noise
- Appraisal of a situation determines how someone will feel about it: do I have control or not? Why?
- Learned Helplessness and depression
  - Stability—whether the state of helplessness is temporary or not
  - Globality—whether the situation is specific or broad
  - Internality—person's fault or not

Cognitive Learning: Learned Helplessness

Stability	
Stable	**Unstable**
"I failed the math test because I suck at math."	"I failed the math test because I missed too many classes."
"I was dumped because I'm too short."	"I was dumped because I am focusing too much on work."
"I was fired because my boss has always hated me."	"I was fired because I didn't improve where they wanted me to."

Stability → Learned Helplessness → Depression

Cognitive Learning: Learned Helplessness

Globality

General	Specific
"I failed the math test because I am stupid."	"I failed the math test because I am not good at math tests."
"I was dumped because I'm unattractive."	"I was dumped because I'm short."
"I was fired because I'm useless."	"I was fired because I was not a team player."

General → Learned Helplessness → Depression

Cognitive Learning: Learned Helplessness

Internality

Internal	External
"I failed the math test because I am stupid."	"I failed the math test because that was an unfair test."
"I was dumped because I'm unattractive."	"I was dumped because we don't have time for each other."
"I was fired because I'm useless."	"I was fired because my boss is a moron."

Internal → Learned Helplessness → Depression

Cognitive Learning: Learned Helplessness

- Appraisals can be
  - Stable and global
  - Stable and internal
  - Global and internal
  - Stable, global and internal
- The more negative, stable, global and internal an appraisal is the more likely it will lead to learned helplessness and possibly depression

Modeling

- Learning by imitating others, copying behaviour.
- 1. Simple modeling
  - No new response learned, just new stimuli for old response
  - Learning the ropes at a new school
- 2. Observation
  - A completely new behaviour is learned from watching another person
  - A child hearing a swear word from dad and repeating it.
- 3. Disinhibition
  - Observer sees someone get away with a threatening activity and is therefore more likely to engage in that activity

Modeling

- How do teachers use simple modeling?
- List several things children might learn through observation.
- How would you support the claim that TV violence causes violence in children?

Behaviour Modification

- Systematic application of learning principles (classical conditioning, operant conditioning, social learning) to change people's actions or feelings.

- Classical conditioning ⇨ phobias and fears

- Operant conditioning and modeling ⇨ desired behaviours

Behaviour Modification

- Computer-assisted instruction
  - Material broken down into most basic components
  - Presented one at a time
  - Can't move forward until prior learning is mastered
  - Each time a student is successful, some kind of reinforcement is given
- What principles of learning are used in computer assisted learning?

Token Economies

- Desirable behaviour is reinforced with objects that have value only in that economy.

- Accumulation of those objects can be exchanged for rewards or privileges.

- What principles of learning are used in token economies?

Behaviour Modification

□ Self-Control

  ■ Modifying your own behaviour using rewards

  ■ 1. Define problem

  ■ 2. Behavioural contract

Social Learning

- Criticism
  - External methods of behaviour control: what happens when token economy is removed?
  - Resiliency is not addressed
  - How are values and morals learned?