Do Now:

• What do you think the following quote means? Why is it important to psychology? Do you agree or disagree. Explain.
  • “I’m more afraid of an army of sheep lead by a lion than army of ions lead by a sheep.”
Social Learning

Write Everything In White
The Premise (Idea) Behind It

- Fits with classical and operant conditioning.
- But adds that behavior is learned from the environment of an individual.
- Observation Learning
- Makes the argument that people learn by watching, in short.
Observational Learning?

• Literally what it sounds like
• A person learns by watching someone else undergoing a form of conditioning
• Reason why Role Models are so important
Mediational Processes

- Idea that there needs to be something in between a stimulus and response

- 4 Types
  - Attention
  - Retention
  - Reproduction
  - Motivation
Attention and Retention

• Attention
  • The extent to which we notice a behavior (before you can copy something you have to have it gain your attention.)

• Retention
  • How well something is remembered
  • Just because something is noticed does not mean it is learned
Reproduction and Motivation

• Reproduction
  • Literally what it sounds like, the repeating of the learned behavior
  • But just because you like something does not mean you will reproduce it

• Motivation
  • The will to pre-preform the behavior.
    • Side Note: Can be internal or external