

OBSERVATIONAL LEARNING

Bandura's Bobo doll Experiments

- Studied effects of children viewing aggressive behavior in models
 - They look and they learn

FOUR ELEMENTS OF OBSERVATIONAL LEARNING

1. Attention

- to learn anything through observation, the learner must first pay attention to the model

2. Memory

- the learner must also be able to retain the memory of what was done, such as remembering the steps in preparing a dish that was first seen on a cooking show

3. Imitation

- the learner must be capable of reproducing, or imitating, the actions of the model

4. Motivation

- finally, the learner must have the desire to perform the action

BIOLOGY OF LEARNING

All learning is biologically based (mirror neurons activate when you see someone else doing something; after watching an action, the mirror neurons play a role in placing yourself in the situation, so you can do the action later)

Learning involves changes in the brain:

- Long-term potentiation (LTP)
 - Results in more activation in post-synaptic cell
 - Fear conditioning
- Changes during learning include circuits within particular brain regions
 - DA (dopamine) is important for reinforcement/released in limbic system
- Dopamine and Reward – nucleus accumbens
 - Dopamine signals that there is an “unexpected” reward “bigger and better than expected” (ex: two gumballs instead of one!)

- Addiction signals this – signals that drive (ex: drug) is better and more important for survival than anything else; it climbs to the top
 - Drug
 - Water
 - Food
 - Sex
- Setting and context is important (changes your experience)