

Albert Bandura (1925 -)

Behaviorism

Observational Learning Theory

Brief Biography



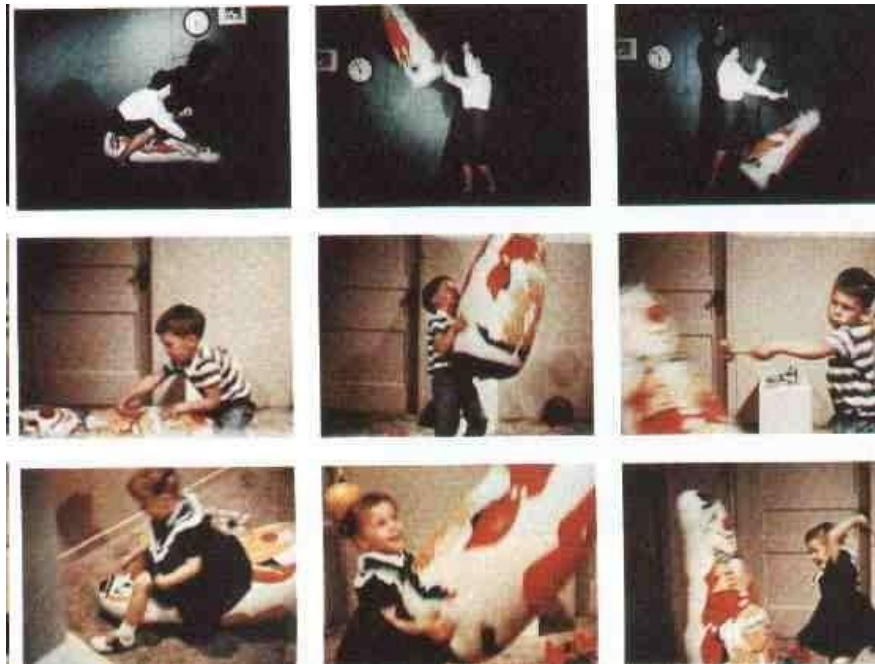
Albert Bandura was born in 1925 in a small town in Canada. He went to a very small school (2 teachers), and quickly learned that he had to take control of his own educational destiny. He graduated from the University of British Columbia with a degree in psychology in 1949. He then went to graduate school at the University of Iowa, earning his M.A. in 1951, and his Ph.D. in 1952. He then accepted a position with Stanford University, where he is still employed.

Bandura was convinced that observation, imitation and modeling were key factors in how people (and especially children) learned. In 1961, he made a film about observational learning, which came to be known as the “Bobo doll

study”. He filmed a woman beating up a Bobo doll and shouting aggressive words. He then showed the video to a group of children, who were later allowed to play in a room with a Bobo doll in it. Immediately, the children began to beat and yell at the doll, imitating the woman in the video.

This study was huge because it went against traditional behaviorism philosophy, in that all behavior is directed by reinforcement and/or rewards. Bandura called this

observational learning. The children were not positively or negatively reinforced. There was no interaction, yet the imitated what they observed on the video. This has translated to children’s television shows and how they affect behavior, the parental rating system, as well as many other related areas.



Famous quotes:

"Most if the images of reality on which we base our actions are based on vicarious experience"

"People with high assurance in their capabilities approach difficult tasks as challenges to be mastered rather than as threats to be avoided."

"Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do,"

Important Works:

Bandura, A. (1977). *Social Learning Theory*. New York: General Learning Press.

Bandura, A. (1973). *Aggression: A Social Learning Analysis*. Englewood Cliffs, NJ: Prentice-Hall.

Bandura, A. (1986). *Social Foundations of Thought and Action*. Englewood Cliffs, NJ: Prentice-Hall.

Bandura, A. (1997). *Self-efficacy: The exercise of control*. New York: W.H. Freeman.

Related Links:

http://psychology.about.com/od/profilesofmajorthinkers/p/bio_bandura.htm

<http://webpace.ship.edu/cgboer/bandura.html>

<http://www.simplypsychology.org/bandura.html>

<http://psychology.about.com/od/oindex/fl/What-Is-Observational-Learning.htm>

<https://www.youtube.com/watch?v=YclZBhn40hU> (the Bobo Doll Experiment)