**Social Learning Theory**

* Albert Bandura (1977) suggested that social learning theory was an extension of existing learning theories (classical and operant conditioning). Social Learning Theory is based on the assumption that people learn behaviors, attitudes, emotional reactions and norms through direct experiences, through observing other people (modeling), and through reinforcement/punishment. *\*\*BOBO experiment\*\**
* We learn behaviors and consequences of behaviors from watching what happens to other humans (vicarious reinforcement), as well as experiencing the behaviors and their reinforcements ourselves (direct reinforcement). Once this information is stored in memory it serves as a guide for our future actions, behaviors, reactions, etc. People are more likely to imitate/duplicate behaviors that have positive consequences, and less likely to want to imitate/duplicate behaviors that have negative consequences.
* Social learning can be direct via instructions/reinforcement or indirect; by observing role models/society, but no specific, direct instructions.
* There are 4 important factors in social learning: Attention, Retention, Reproduction, and Motivation.

Attention-Individuals must be able to pay attention (consciously or unconsciously) to the model and/or reinforcement for/of a behavior, attitude, and/or emotional reaction that is to be learned.

Retention-Individuals must retain the knowledge of the behavior, attitude, and/or reaction (and of the reinforcement/consequence)

Reproduction-Individuals must have the ability (skills necessary) to imitate/duplicate the behavior, attitude, and/or reaction

Motivation-Individuals must have a reason to imitate/duplicate the behavior, attitude, and/or reaction (REINFORCEMENT/PUNISHMENT)