





Social learning theory: Bandura (1965)

You are learning how to...	In the context of...
<ul style="list-style-type: none"> • Comment on, discuss and evaluate research • Discuss research methods in relation to psychological approaches 	<ul style="list-style-type: none"> ○ Bandura's aggression studies ○ Social learning theory

-  Aims and conclusions
-  External validity
-  Internal validity
-  Ethical issues

Bandura (1965)

Bandura (1965) recruited a sample of 33 boys and 33 girls all of whom were enrolled at the nursery at Stanford University Medical School. They were aged between 42 to 71 months. They were randomly assigned to three conditions (each of which contained 11 boys and 11 girls). Each child was taken individually to a semi-darkened room. The experimenter told them that they would shortly be taken to a playroom but first they were going to watch a TV programme. The experimenter then switched on the TV that was in the room and left.

The TV programme commenced with an adult in a room with a large, inflatable clown figure called a 'Bobo doll'. The model first told the Bobo doll to get out of the way. When it didn't, the adult attacked the doll, using four distinct, pre-scripted sequences of behaviour:

- He laid the Bobo on its side, sat on it and punched it in the nose, shouting 'Pow! Right in the nose! Boom boom!'
- He hit the Bobo with a mallet, shouting 'Sockeroo! Stay down!'
- He kicked the Bobo about the room, shouting 'Fly away!'
- He threw rubber balls at the Bobo, shouting 'Bang!' with each one.

After the adult had been through this sequence of aggressive actions, the children in the different conditions were shown one of three endings to the film:

1. Another adult entered and said that the first was a 'strong champion' for his aggressive behaviour. The second adult then gave the first a soft drink and some sweets.
2. Another adult entered and called the first a 'big bully' and hit him with a rolled up newspaper.
3. No consequences were shown.

The film having finished, the children were taken (alone) to a playroom containing a variety of toys including a Bobo doll (free play). Observers, who did not know the aim of the study, recorded the child's behaviour. In a final test, the children were approached by the experimenter who asked them to imitate what they had seen the model do (incentive).

In free play, children who had seen the adult punished were significantly less likely to imitate than those who had seen the model rewarded or no consequences (there was no difference between these two groups). Overall, boys were significantly more likely to imitate than girls. When the children were offered an incentive for imitating, almost all were able to reproduce the acts they had seen the model carry out.