

# LEARNING

Unit 4: Cognitive Psychology

# WHAT IS LEARNING?

- Psychologists define learning as:

*A relatively permanent change in an organism's behaviour due to experience.*

# OTHER INFLUENCES ON BEHAVIOUR

- **Instinctive Reactions**

- Inborn patterns of behaviour that members of a species are born with and that often help them survive.
- Examples?

- **Genetics**

- Psychological disorders

- **Personality**

# TYPES OF LEARNING

- **Observational Learning**

- Learning that occurs as we observe other people performing a new task.

- **Conditioned Learning**

- Acquiring or changing patterns of behaviour as the result of an environmental stimulus.
  - Classical conditioning
  - Operant conditioning

# 4 PROCESSES OF OBSERVATIONAL LEARNING

Process	Definition	Example
ATTENTION	Observing intently and paying attention to the model.	Paying attention as someone shows you how to play a song on a piano.
RETENTION	Storing a mental representation of what was observed in one's memory.	Noting what piano keys the person pressed and in what order so you can remember it.
REPRODUCTION	Converting the stored memory into action.	Practicing the same song, trying to recall which keys to press and in what order.
MOTIVATION	Belief that the action is somehow important. This process encourages practice.	Internal motivation: enjoying the song and wanting to play it. External Motivation: wanting to please your parents who have paid for your piano lessons

# OBSERVATIONAL LEARNING

- The process of observing and imitating a specific behaviour is referred to as modeling.
- Examples?
  - Role models
  - Social trends
    - Fashion
    - Slang
  - Cycle of abuse in families

# BANDURA'S EXPERIMENTS

- **Albert Bandura** is considered the pioneering researcher of observational learning.
  - BoBo Doll Experiment (1961)

