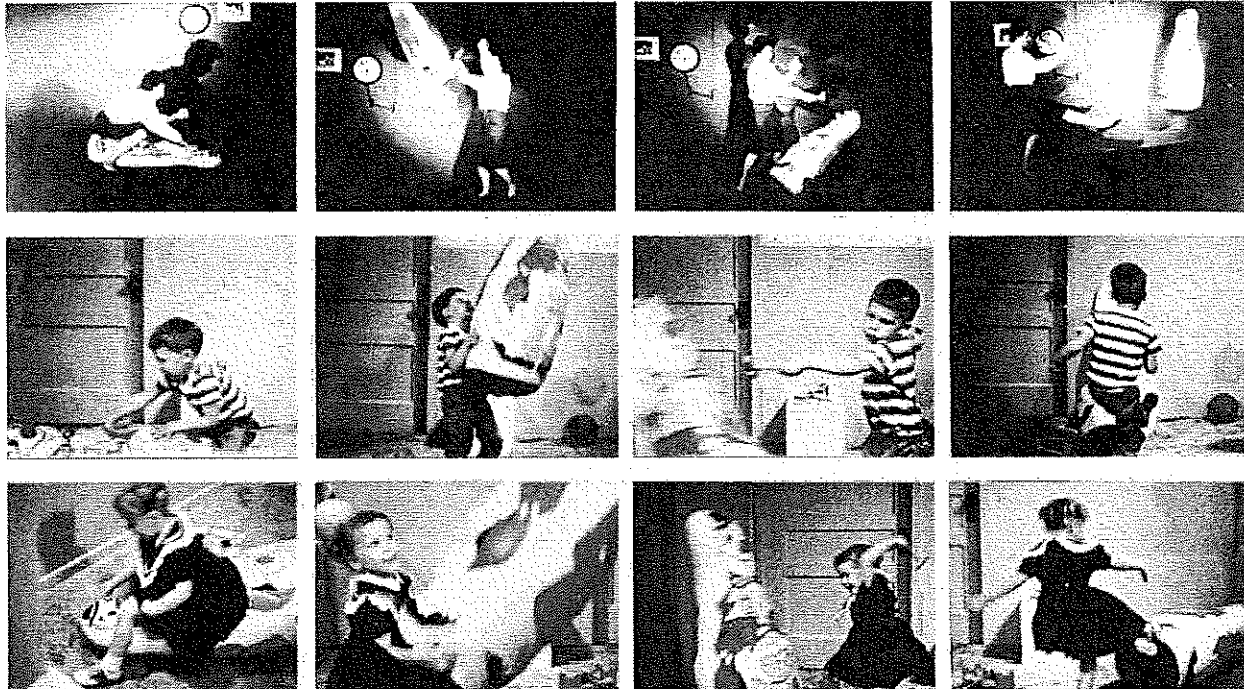


**MODULE 30 LEARNING BY OBSERVATION**

**OBSERVATIONAL LEARNING**

- **OBSERVATIONAL LEARNING** is social learning where we learn by observing others. We learn our native languages and various other specific behaviors by observing and imitating others, a process called **MODELING**.
- Albert Bandura and The Bobo Doll is the best experiment to show how children learn through watching adults.



**MIRRORS AND IMITATION IN THE BRAIN**

- **MIRROR NEURONS** is the frontal lobe neurons that some scientists believe fire when performing certain actions or when observing another doing so. The brain's mirroring of another's action may enable imitation and empathy. Imitation at it's best.
- brain activity underlies our intensely social nature.

**APPLICATIONS OF OBSERVATIONAL LEARNING**

- the good news is that **PROSOCIAL**, or positive constructive, helpful behavior. The opposite of antisocial behavior. Observational learning of morality begins at an earlier age. Environment helps shape us so pushing a certain behavior in a child should be modeled through their environment.

- Antisocial effects are the opposite of prosocial. Bad shaping examples within the environment can push observers to behave similarly. Example: violence-viewing effect where television could influence the observer.

**BE ABLE TO ANSWER:** Jason's parents and older friends all smoke, but they advise him not to. Juan's parents and friends don't smoke, but they say nothing to deter him from doing so. Will Jason or Juan be more likely to start smoking?

**PRACTICE FRQ:** Explain how Bandura's Bobo doll experiment illustrates each of the following: modeling and mirror neurons.