

## Applications of behaviourism and social learning theory

Task: For each example:

- Provide the correct key term from the box below. (Hint: you will need to use each term once)
- Explain what is happening using ideas from the theory – use my first example as a guide.

Example: A child watches their older sibling being brave at the dentists and then getting a sticker.

Key term: **Social learning theory** – vicarious reinforcement

Explanation: The child observes their sibling who is their role-model. They are more likely to imitate this behaviour and let the dentist examine their mouth if they see the model being rewarded for their behaviour. This is because they think that if they do the same behaviour then they will get the same reward (in this case a sticker).

Example: A child is shouted at when they take some food without asking.

Example: A child is told that they won't get their pudding unless they eat all their vegetables.

Example: A child cries when they see a hypodermic needle.

Example: A child is given a sweet after taking their medicine.

Example: A child watches their parent having a flu vaccination.

Example: A child's device is taken off them because they won't get dressed.

| KEY TERMS                                      | Classical conditioning                         | Social learning theory<br>Observational learning | Social learning theory<br>Vicarious reinforcement |
|------------------------------------------------|------------------------------------------------|--------------------------------------------------|---------------------------------------------------|
| Operant conditioning<br>Positive reinforcement | Operant conditioning<br>Negative reinforcement | Operant conditioning<br>Positive punishment      | Operant conditioning<br>Negative punishment       |

