

Imitation & Modeling

Social Learning Theory

**Attention
Retention
Reproduction
Motivation**

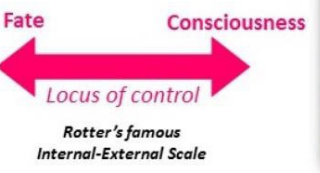
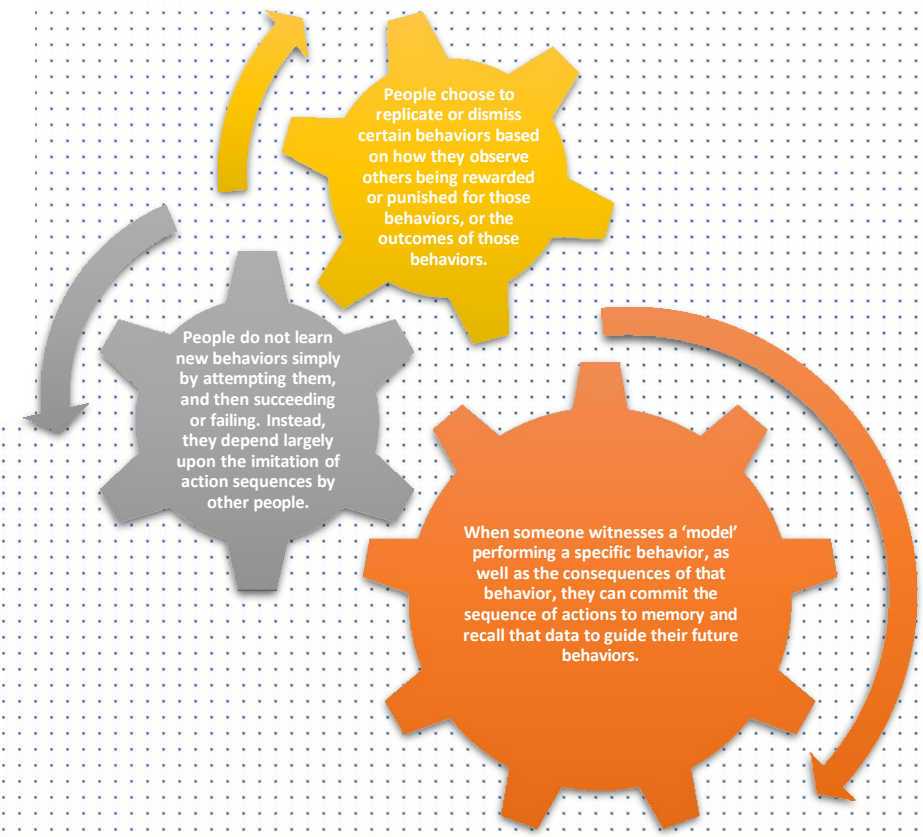
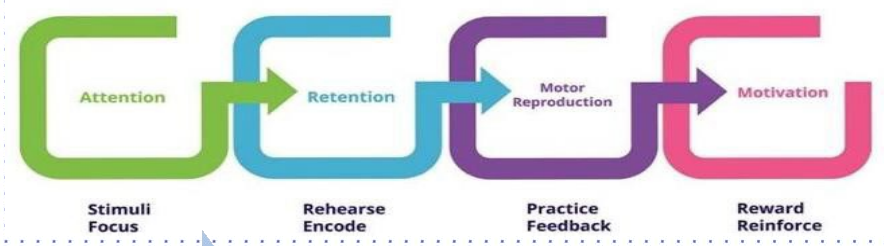
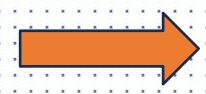
Observational Learning



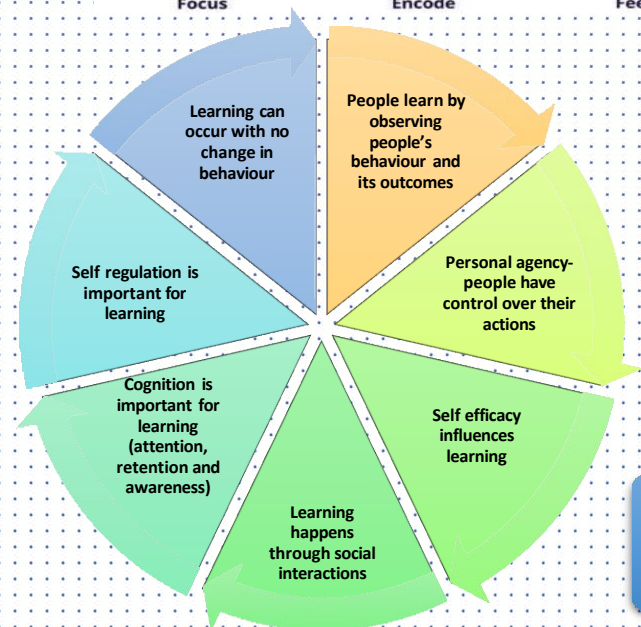
Bandura's Bobo doll experiment



Albert Bandura
(b. 1925)



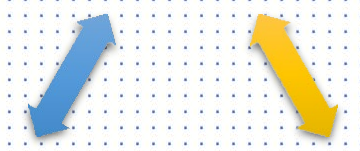
Julian B. Rotter
(1916-2014)



Personal Factors

Behaviour

Environmental factors



References:
 boone, tim, reilly, anthony j., & Sashkin, M. (1977). SOCIAL LEARNING THEORY: Albert Bandura Englewood Cliffs, N.J.: Prentice-Hall, 1977: 247 pp., paperbound: Group & Organization Studies, 2(3), 384-385.
<https://doi.org/10.1177/105960117700200317>
 Livanov, S. (1958). The use of Rotter's social learning theory in developing a personality inventory. *Psychological Monographs: General and Applied*, 72(2), 1-23. <https://doi.org/10.1037/h0093781>