

Guided Reading Activity 14-3

Learning Theories

For use with textbook pages 387-390

Directions: Outlining Locate the heading in your textbook. Then use the information under the heading to help you write each answer.

I. Learning Theories

A. Introduction

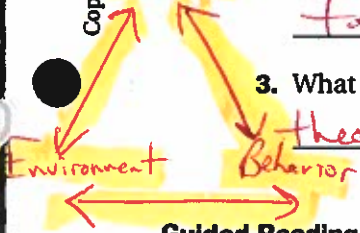
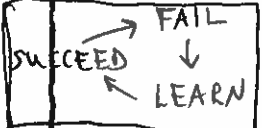
1. What belief led to behaviorism, and why? John Watson - proper subject matter of psychology ought to be observable
2. What do behaviorists believe is the cause of personality differences? Self-efficacy - view of ability to succeed
differences in learning experiences → leads to acquisition of different behaviors/personalities

B. B.F. Skinner: Behaviorism

1. How did Skinner approach the study of behavior? concerned with predicting and controlling behavior
(how aspects of personality are learned)
2. If someone came to Skinner, saying that she is depressed, what would Skinner do first and then second? 1. Find out how the person behaves.
2. Try to understand forces of reinforcement that support behavior
3. If the depressed person refuses to leave the house and, instead, spends the day playing video games, what treatment would Skinner suggest? Remove video games to see if the games were a reinforcer to stay home.
4. According to behaviorists, what is behavior and how do you change it? behavior is reinforced or learned / Change reinforcer = change behavior

C. Albert Bandura: Social Cognitive Theory

1. How do people acquire personality, according to Albert Bandura and Richard Walters? Reciprocal Determinism
Direct reinforcement (+) observation, imitation
2. Why are you more likely to learn new behaviors from your friends than from your parents' friends? Cognition
Effective models are those most familiar or similar to you
3. What is an advantage of learning theories over psychoanalytic theories? Learning theories focus on behavior (can be tested and measured).



Copyright © by The McGraw-Hill Companies, Inc.