

Bandura

Elements of

Observational Learning

Albert
Bandura



Every **Psychology** Aspirant
Should Know This

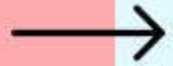
4 Essential Elements:



Attention

1

- The learner must focus on the model
- Influenced by similarity, attractiveness, and relevance of the situation



Memory (Retention)

2

- Observed behavior must be mentally stored
- Acts as a bridge between observing and performing

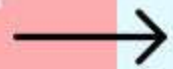




Imitation (Reproduction)

3

- Learner must have the physical and cognitive ability to reproduce the behavior
- Influenced by similarity, attractiveness, and relevance of the situation



Desire (Motivation)

4

- Motivation or expected reward increases imitation
- Observing rewards given to the model strengthens learning



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