

# Bandura: worksheet

## Key concept: **media modeling effects**

1. Bandura suggested that humans learn new behaviours as a result of their **environment** rather than **genetic** factors.

Explain in your own words what this means and why it is relevant when studying the effects of media products on audiences.

2. What is the difference between **direct modelling** and **modelled learning**?

learn it:  
page 165

3. What was the most significant finding that Bandura's team uncovered during their Bobo Doll experiments?

## Media Theory for A Level

Learn it:  
chapter 15  
page 165-8

15.1 Think about it: from where have you learnt your own behaviours?

- What influence have your parents had on your behaviours? In what ways have their expectations affected your outlook?
- Have your friends ever affected your behaviour in a negative or positive way?
- In what way did the rules and expectations of your primary and secondary schools shape your behaviour?

Your thoughts:



Above: stills taken from Bandura's Bobo Doll experiments. Bandura's ground breaking work suggested that screen based modelling could create learned behaviours.



# Bandura Worksheet

Key concept: **media modelling effects**

4. Bandura suggested that **symbolic modelling** is much more dangerous than direct modelling.

Give detailed explanations of the following factors to help you understand Bandura's arguments as to why television viewing is more powerful than real life modelling.

symbolic violence has an increased **attentional** effect

symbolic violence is carried out by **role models**

symbolic violence is more likely to be **retained**

## Media Theory for A Level



**15.2 Discuss it prep:** how were you effected by media violence as a child?

- In what ways did watching television affect your behaviour when you were young? Did you or your brothers/sisters copy the negative behaviours you watched on television?
- Did you have any media roles models that you wanted to be like when you were younger? What effect did those role models have on your behaviour?
- Is television hypnotic? Does it capture our attention in a way that no other media form can? Is this dangerous?

Your thoughts: