

Social Learning Theory

COMM 431

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05 May 2018

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The social learning theory is an interesting one. This is because the so call theory was developed by Albert Bandura. One of the main statement of this theory is that we learn how to act in private and public settings. But only by observing the behaviors of people in movies or TV. According to an article online, “Bandura’s Social Learning Theory points that people learn from one another, via observation, imitation, and modeling. The theory has often been called a bridge between behaviorist and cognitive learning theories because it encompasses attention, memory, and motivation” (David, 2005). This explains human behavior in terms of continuous reciprocal interaction between cognitive, behavioral, and environmental influences. Basically, humans in general observe the people around them every day. There are many people from different culture and diversity. When doing this they can pick up on various behaviors in different ways. Let’s take children for example who are surrounded by many influential people in their life. For instance, parents, siblings, friends, teachers, and even character of there favorite TV shows. This tend to have an effect on their masculinity, femininity, being anti-social, etc. Reason being children pay very close attention to people and the code they show. Children’s are more likely to reproduce the same behavior that society has shown them. In fact, one of Bandura’s most famous experiment was the famous bobo doll experiment. Where children where observing adults in violent and passive behavior towards a doll. In the end children’s who observed violent behavior of course behaved violent toward the doll and vice versa. Not only that, if the people that surround these kids respond to the behavior it has a reward or punishment. Meaning for example if a child is playing with a stuff animal and does not try to rip its head off then this is a rewarding behavior that will most likely be repeated and this has been reinforced. Mcleod state, “Reinforcement can be external or internal and can be positive or negative. If a child wants approval from parents or peers, this approval is an external reinforcement, but

feeling happy about being approved of is an internal reinforcement” (McLeod). This can go both ways because adults and children have what is called vicarious reinforcement. Meaning they can observe the consequences of another behavior and repeat it. It can be a younger or older sibling who’s the role model. Take the example Badura gives us in the article where the more big stars smoke in the media screen, the more popular smoking becomes among the population. We see this theory happen a lot in Hollywood with their top icons as well. Overall, the social theory influences others to act in a certain way. This is based on behavior and what people see on a daily basis in society to repeat the same action.

School shooting in Parkland, Florida

2018 started off with tons of violence that involve many young kids. Within the past month there has been attempts of school shooting. Many have failed but some succeed in taking innocent lives. One in particular happened at a high school in Parkland, Florida where 17 were killed. A teen gunman opened fire with a semi-automatic rifle at his former high school. He has been charged with 17 counts of murder on Thursday. The suspect was later identified as Nikolas Cruz who was 19 years old. With 17 dead there was at least 14 other wounded and five with life-threatening injuries. NBC News were told that Cruz had been expelled from Douglas for disciplinary and was enrolled elsewhere in the district. The FBI was alerted six months ago of the youtuber comment about the school shooting, but they chose to do nothing. However, Cruz’s mother died early November which led Cruz to stay with local family. The local family that Cruz was staying with says he has been living with them for three months with no concerns or issues. However, an article published by Elizabeth on NBC states that Brandon Minoff had classes with Cruz. A fellow classmate said, “I got paired with him for a project, and he started talking to me about his life — how he was held back twice, expelled from two private schools.

He likes to do reckless stuff," Minoff said. He had aspirations to join the military," Minoff said. He enjoyed hunting" (Chuk, 2018). So, after losing his mother there was some issue going on with him that was not discussed openly. This is because another senior said there was something wrong about Cruz. The superintendent said there are at least two police cars on campus on a daily basis but not on the day of the shooting. After the shooting had been under control several students began to share their stories on what happened that day. Where many say the school had gone through a fire drill earlier in the day. There were many parents who were relieved to see their kids running to their arms for safety.

There were countless ways in which the media reacted to this horrific event. There were many interviews of the FBI on the shooter. Who made a comment on a YouTube video in late 2017 saying "I will become a professional school shooter". Which they were able to link back to the person who left the comment which was Nikolas Cruz. Unfortunately, they already knew this six months ago. There was also another video interview of cops speaking on the shooter that visited the gun range on the morning of the actual shooting. There was cover of this event on every new channel including Broward County Sheriff officer setting up a news conference shortly after the shooting. Also, the president Donald Trump tweeted that there were many signs that the Florida shooter was mentally corrupt. That he will address the nation shortly. There was also a 30 second video of the cops tazing Cruz and arresting him after the school shooting. Furthermore, there was a close up of his picture to show the world who this guy is. Rick Scott Florida governor say this is just pure evil. This is because he makes the statement that this state is all about protecting children's and does not tolerate violence. There was also another video on NBC New website with montage of students who capture this horrible moment on their smartphones. We can hear the shots going off in the background as students were terrified. Alone

elementary, middle, and high school since the beginning of 2018 has a total of 24 people being killed and more than 40 being injured in these school shootings. Social media blew up due to the school shooting. This led to students, teachers, and the world to start a movement of stopping gun violence. There are many famous celebrities and athletes who are willing to jump in with these students to fight for school safety. Which all leads to the social learning theory of people having influence and adapting to other behaviors.

Analyze Media

The social learning theory ties in to the tragedy of the school shooting because people learn how to act in public from other behaviors. Meaning when Cruz's mother died there was no information on his father or other close siblings. But he had to live with local family members that might have not known Cruz that well. Cruz had a rough childhood because we learn that he was held back twice and was expelled from two private schools. The social learning theory is very important during the years of childhood. This is because kids pay very close attention and pick up on behavior quickly. Which is why Cruz might have been so reckless because of people that surrounded him as he grew up. We also learned that he wanted to join the military and watched YouTube on guns. Which he did comment on a video saying he wanted to be a professional school shooter. Going back to the social theory Cruz is using the media to learn and become a shooter which he does. Basically, the media is an influence on his behavior. Also, he was seen at a local shooting range close to the school the morning of the shooting. Yet again we learn how to act in a public setting based on observing the behaviors of people in movies or TV. The media in general handle the situation in a respectable manner. But they did use media to their advantages. Meaning the survivors and supports were old enough to organize, tweet, stage walk outs, and protest. This meant more media coverage where students took to twitter, and

demand actions from lawmakers about gun violence. Not only that many students used Instagram and snap chat to capture video of the actual shooting. While the News showed images of the school and Cruz while talking about what's going on. Also, as soon as they were some information about the shooting it was first seen online or on people's smartphones. The theory of framing can also be used because people asking for a ban on guns when others are saying. Guns are not the problem there should be more cops at schools. Guns has always been an issue in the past but with the latest school shooting it's a big problem today. Not only that many are using guns as for the wrong reason where it's no longer safe for student to attend school and get an education. Due to the movies, video games, and TV show that have violence. It influences these young kids to do crazy things in the world. The audience are seeing these shooting towards school as a danger zone. Where it should have stop and fixed after the first school shooting. Unfortunately, parents are terrifying of sending their kids to school because now those who lost their child have to visit the cemetery to see them. The media is feeding the audience ways to fix this mess that has been going on for a long time. One way is to suggest giving teachers guns to protect these kids. Another is strengthened background checks for people buying guns and press for mental health checks. This should already be the policy for buying a gun and its sad to finally see the authority setting these rules now when children's lives are at stake. When we look at this theory it goes hand and hand because it all start with how we take actions in public based on behaviors we see on a daily basis.

Conclusion

Overall, this theory helps us understand the social learning because society is filled with culture. Meaning people of different race, gender, and ethnicity. Putting this together leaves us with multiple ways people can interact in public or privacy. Humans are not the only source this because the media is constantly influencing and feeding people contents. These contents can be good or bad. But it is up to the individual on how they interpret the content to their own life. Which in most cases we have these violent tragedy happening. The social theory is perfect for the shootings events. This is because in movies or media in general people are shown tactical ways on how to prepare for a mission and how to execute that mission. In most cases of violent shooting there is always a shooter who had a plan and left behind the ways there going to execute this plan. In today's society it is so easy to go in a store and buy a weapon of war. We have these videos in the media showing people what the best guns are and how to use them. The main point is that people are loaded with information that tends to influence them in a wrong decision. Cruz him self wanted to be in service while he was in school. But with the lost of his mother and a very troubled childhood Cruz took many lives with him. He watched countless YouTube video on guns and thought him self at the gun rang how to handle and use these guns. This is why this theory is so important because it helps us understand why people are acting out in society. Due to the behavior they pick up on someone that may be a role model or a family member.

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