

### SECTION C: ISSUES AND DEBATES

- 5 When commuting to college Sam notices that whichever form of public transport he uses strangers rarely communicate with each other. He notices that people tend to sit alone where possible and avoid eye contact with other commuters whilst listening to music or reading a newspaper.

One morning there is an incident on the bus when he is going to college. Following the event, Sam notices everyone is communicating and making eye contact. Later, when Sam discussed this change in behaviour with his friend, she argued that communication is a learned behaviour and that people are not born to communicate.

Evaluate the extent to which human behaviour such as communication can be explained by learning theories.

You must make reference to the context in your answer.

(12)

In the learning theories, there are many theories, classical conditioning, Operant conditioning, and Social learning theory. Sam would ~~then~~ have probably learnt his behaviour from his role ~~model~~, so his dad, who may talk to a lot of people, so he would also talk to a lot of people and therefore find it odd that no one on public transport speaks to each other. So Sam would have learned that communication is a good skill to have as it is needed in a crisis, or worse, a board meeting.

Classical conditioning could suggest that Sam was conditioned to speak then he would be spoken to making him happy, or if he didn't speak then he would be hit.

Operant conditioning could be like Sam gets



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a reward when he speaks or something along those lines, or he is bullied until he does speak, like positive reinforcement.

In conclusion Sam and his friend could be using the social learning theory, however this is a reductionist theory as it does not take into account the idea of biological psychology and is a very nurture based theory, and it states we were not born with communication as a key component of life.

