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SLT.

(b) Using research evidence, explain how far learning theories could account for the findings of the anti-littering study.

(6)

Learning theories suggest that behaviour is learned. For example, behaviour can be learned through classic conditioning. People in ~~studies~~ operant conditioning. This where behaviour is learnt through the consequences of an action. Skinner found that rats were more likely to press the lever when they received a sugar pellet. His findings can explain the results of the anti-littering study. Participants in Bern, Switzerland could have been more likely to pick up the litter than American participants as participants for Bern behaviour could have been positively reinforced. They may have been given a reward after cleaning up when they were younger. This could account for why 27% compared to 9% from the USA picked up the litter themselves. This is supported by Skinner's research.

Social learning theory can also account for the findings. Bandura suggested behaviour is learnt through observation through mediational processes. Participants from New York could have observed their parents littering or not picking up other people's rubbish. ^{and then getting praised} This could explain why 89% of USA participants didn't have any reaction to the confederate.



the participants have paid attention to this behaviour so therefore have retained this. They can now reproduce the behaviour as they know how to ~~see~~ avoid and walk past the bin. They are motivated to do this, as they experience vicarious reinforcement as they have seen their parents get praised so they think they will. This is supported by Bandura's Bobo doll studies. He found that children displayed aggressive behaviour after observing a role model hitting a Bobo doll. This supports the idea that the findings from the anti-littering study are due to observation.

As it done by their role model - their parent.

(Total for Question 3 = 8 marks)

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