

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

(6)

- Social learning theory may explain why participants 8% of the time when there was a clean bin gave a direct sanction to the confederate as they may have ~~seen~~ observed their parents as role models told others off for littering when they then returned and imitated. Bandura's bobo doll experiment supports this as it found on average boys replicate a male role models behaviour with on average 20.5 actions being replicated.
- Operant conditions may explain why participants in Bern Switzerland picked up the litter themselves 27% of the time as positive reinforcement may happen outdoors as children they may be rewarded more often than for picking up litter and therefore they continue to replicate that behaviour. This is proven by Skinner's pigeons who were rewarded each time they moved and anticlockwise when required that behaviour and they continued to repeat that behaviour after positive reinforcement.
- Classical conditions may account for why people in Bern Switzerland gave a direct sanction to the confederate 12% of the time as they may associate littering with something negative such as pollution, possibly in Switzerland there are advertisements and that associates littering with the



destruction on Earth and the people responsible it and as to
to prevent and avoid it as much as possible. The suggestion
Rubbish removal and put into the deep ground with the
sound of the bell will lead to the ~~removal of the bell~~
the dog's satisfaction and then the bell rings.

(Total for Question 3 = 8 marks)

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