



# Theories of Learning

In this presentation, we will explore the key theories of learning that shape our understanding of how individuals acquire knowledge and skills. From classical conditioning to social learning, these foundational principles provide valuable insights for effective teaching and training.

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# Recap: Unit 2 - Perception and Attitudes

## 1 Perception

The process by which individuals select, organize, and interpret information to create a meaningful understanding of the world around them.

## 2 Attitudes

Learned predispositions that influence how we think, feel, and behave towards various objects, people, or situations.

## 3 Impression Management

The conscious or unconscious efforts to control the impressions others form about us.





# Guess the Topic



## Teamwork

Effective collaboration and communication are crucial for achieving organizational goals.



## Learning

Continuous learning and self-improvement are essential for personal and professional growth.



## Mentorship

Guidance and support from experienced professionals can greatly benefit the development of individuals.



# Classical Conditioning: Pavlov's Experiment



1

## Stimulus and Response

Pavlov's dogs would salivate in response to the presence of food, their unconditioned stimulus and response.

2

## Pairing the Stimulus

Pavlov then paired the food with the sound of a bell, the conditioned stimulus, until the dogs learned to salivate to the bell alone.

3

## Behavioral Change

Through this process of classical conditioning, Pavlov demonstrated how behavior can be learned through the association of stimuli.



# Operant Conditioning: Skinner's Reinforcement Theory

## Reinforcement

Skinner's theory posits that behaviors are shaped by the consequences that follow them, either positive or negative reinforcement.

## Positive Reinforcement

Providing a reward or desirable outcome after a behavior, increasing the likelihood of that behavior being repeated.

## Negative Reinforcement

Removing an undesirable stimulus after a behavior, also increasing the likelihood of that behavior being repeated.





# Social Learning Theory: Bandura's Observational Learning

## Observational Learning

Bandura's theory suggests that people can learn new behaviors by observing others, known as observational learning.

## Attention and Retention

For observational learning to occur, individuals must pay attention to the modeled behavior and be able to retain the information.

## Motivation and Reproduction

Learners must also be motivated to reproduce the observed behavior and have the necessary skills to do so.



# Learning Styles: Visual, Auditory, Kinesthetic



## Visual

Individuals who prefer to learn by seeing and visualizing information.



## Auditory

Learners who prefer to process information through listening and verbal explanations.



## Kinesthetic

Learners who learn best through physical movement, hands-on experiences, and practical application.







# Real-Life Case: Successful Employee Training Program

1

## Needs Assessment

Identifying the specific skills and knowledge gaps within the workforce to tailor the training program accordingly.

2

## Blended Approach

Incorporating a mix of instructional methods, including classroom sessions, online modules, and hands-on activities, to cater to different learning styles.

3

## Continuous Feedback

Regularly soliciting feedback from participants and adjusting the program to ensure it remains relevant and effective.







# Learning Check: Short Quiz for Students

## Question 1

What is the key difference between classical and operant conditioning?

## Question 2

According to Bandura's social learning theory, what are the four essential components for observational learning?

## Question 3

How can organizations effectively design and implement employee training programs?



# Summary and References

This presentation has explored the foundational theories of learning, including classical conditioning, operant conditioning, and social learning theory. Understanding these principles can inform effective teaching and training strategies in both educational and organizational contexts.

## References:

- [Simply Psychology - Learning Theories](#)
- [Nielsen Norman Group - Learning Theory and Instructional Design](#)
- Bandura, A. (1977). Social Learning Theory. Englewood Cliffs, NJ: Prentice Hall.
- Skinner, B.F. (1953). Science and Human Behavior. New York: Macmillan.