

Learning Through Observation

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The famous Bobo doll experiment showed that children learn through observation, not just through reward and punishment. In that classic study, [Albert Bandura](#) showed that children who had watched adults beat an inflatable clown doll learned to model the same aggressive behavior. This study marked an important shift in the field of psychology toward a social–cognitive model of learning. For almost 60 years, Bandura’s work in the fields of social and cognitive psychology has served as a foundation for research on topics ranging from moral judgment to the effects of media violence. Considered one of the most influential psychological scientists of all time, Bandura is a recipient of the APS James McKeen Cattell Fellow Award for his achievements in applied psychological research.

[Watch Inside the Psychologist’s Studio with Albert Bandura and Gian Vittorio Caprara.](#)