

# SOCIAL LEARNING AND INSTRUCTIONAL DESIGN

"Every man is my teacher in that I may learn from him." —George Santayana (1863–1952)

Always remember, instruction is purposeful. From a social learning perspective, learning experiences can and should be intentionally designed to leverage the knowledge, skills, and attitudes of others with whom the learner interacts. Everybody knows something you can learn from!

Click each of the pictures to see an example of the social learning concept discussed.



## BUILD MODELING INTO THE DESIGN

From mastering the four-seam fastball to losing weight to creating a bar of soap with special ingredients, learners benefit from seeing (or hearing) correct procedures and attempting them until they get it right. This also builds a sense of self-efficacy as procedures are mastered.

## OFFER POSITIVE REINFORCEMENT

Learners of all ages love rewards for achieving the task. Build in rewards proportional to the difficulty or effort needed to accomplish the task, and make sure other learners see the rewards.



## CONSIDER APPRENTICE ACTIVITIES

Complex learning tasks may require extended exposure to correct behavior. Leverage the power of learning at the feet of a master. Apprenticeships aren't just for manual skills—internships and assistantships are types of apprenticeships, too!

## LET A LEARNER TEACH!

Reciprocal teaching isn't just a tech trend—it's also a great way to elicit performance from a learner and reinforce their learning as well as learning by the others in the group.

