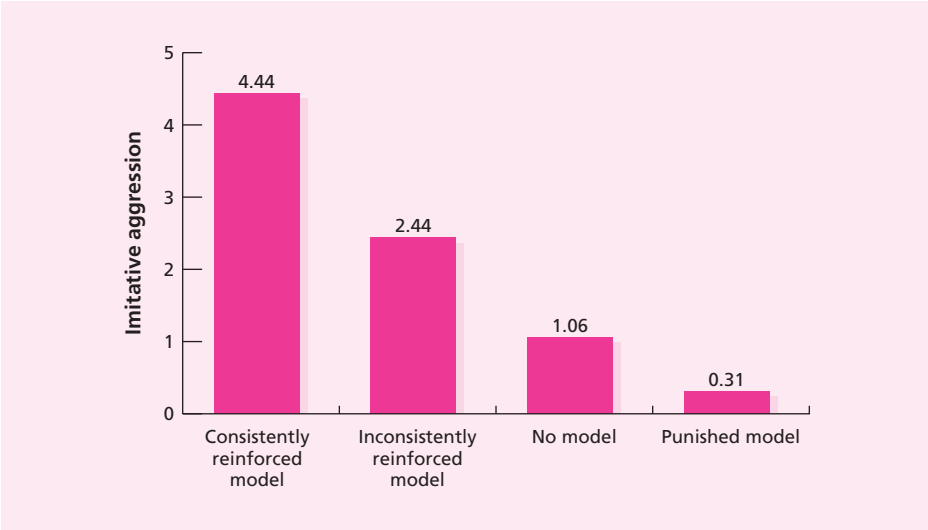
FIGURE 13.3

The Influence of Rewards and Punishment on the Modeling of Aggressive Behavior

Children imitated an aggressive model only if the model received at least some reinforcement for being aggressive. These data suggest that children imitate aggression only if they believe they will not be punished for doing so.

Source: Rosekrans and Hartup (1967).