## Factors That Increase Imitation

You’re more likely to imitate:

- People who are rewarded for their behavior
- Warm, nurturing people
- People who have control over you or have the power to influence your life
- People who are similar to you in terms of age, sex, and interests
- People you perceive as having higher social status
- When the task to be imitated is not extremely easy or difficult
- If you lack confidence in your own abilities in a particular situation
- If the situation is unfamiliar or ambiguous
- If you’ve been rewarded for imitating the same behavior in the past

*SOURCE: Based on research summarized in Bandura (1977, 1986, 1997).*