Lecture #5: May 15th 2017

PSY100 Operant Conditioning

Positive Reinforcement
Positive = get something
Reinforcement = increase the freq. of behav.

Ex. Kid sings → singing is praised → kid sings more

^ + R, gets a good thing

Negative Reinforcement
Negative = lose something

Ex. Takes medicine → headache goes away → will take medicine to make headaches go away

^ - R, loses a bad thing

Positive Punishment
Punishment = decrease the freq. of behave.

Ex. Kid cheats → gets yelled at → is less likely to cheat

^ + P, gets a bad thing

Negative Punishment

Ex. Kid cheats → loses game privileges → is less likely to cheat

^ -P, loses a good thing
**Reinforcement**
- Gets something
- Makes frequency of behavior increase

**Example**
- Kid sings
- Kid's singing is praised
- Kid sings more

**+ Reinforcement**
- Loses something
- Takes medicine
- Headache goes away
- Will take medicine to make headaches go away

**Punishment**
- Make frequency of behavior decrease

**Example**
- Kid cheats
- Gets yelled at
- Gets punished
- Is less likely to cheat

**Punishment**
- Kid cheats
- Loses game privileges
- Loses a good thing
- Is less likely to cheat