

OPERANT CONDITIONING

B.F. Skinner

Classical

Operant

Classical

Operant

- Based on reflex

Classical

Operant

- Based on reflex

Based on voluntary
behavior

Classical

- Based on reflex
- Have no choice

Operant

Based on voluntary behavior

Classical

- Based on reflex
- Have no choice

Operant

Based on voluntary behavior

Have a choice

OPERANT CONDITIONING

OPERANT CONDITIONING

spontaneous
behavior

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)



consequence

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)



consequence

(the positive or negative result of a behavior)

OPERANT CONDITIONING

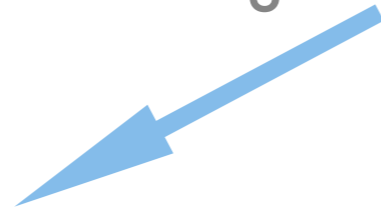
spontaneous
behavior

(any voluntary or non reflexive action)



consequence

(the positive or negative result of a behavior)



good

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

(the positive or negative result of a behavior)

good

reinforcement

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

(the positive or negative result of a behavior)

good

reinforcement

behavior is repeated

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

(the positive or negative result of a behavior)

good

bad

reinforcement

behavior is repeated

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

(the positive or negative result of a behavior)

good

bad

reinforcement

punishment

behavior is repeated

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

(the positive or negative result of a behavior)

good

bad

reinforcement

punishment

behavior is repeated

behavior is not repeated

OPERANT CONDITIONING

spontaneous
behavior

(any voluntary or non reflexive action)

consequence

good

reinforcement

behavior is repeated

bad

punishment

behavior is not repeated

OPERANT CONDITIONING

Dog wanders into a yard

consequence

good

bad

reinforcement

punishment

behavior is repeated

behavior is not repeated

OPERANT CONDITIONING

Dog wanders into a yard

consequence

good

fed a biscuit

behavior is repeated

bad

punishment

behavior is not repeated

OPERANT CONDITIONING

Dog wanders into a yard

consequence

good

fed a biscuit

dog goes back

bad

punishment

behavior is not repeated

OPERANT CONDITIONING

Dog wanders into a yard

consequence

good

fed a biscuit

dog goes back

bad

kicked

behavior is not repeated

OPERANT CONDITIONING

Dog wanders into a yard

consequence

good

fed a biscuit

dog goes back

bad

kicked

does not go back

- REINFORCEMENT: stimulus or event that increases the chance a behavior will be repeated

- REINFORCEMENT: stimulus or event that increases the chance a behavior will be repeated



- REINFORCEMENT: stimulus or event that increases the chance a behavior will be repeated



money



power

- REINFORCEMENT: stimulus or event that increases the chance a behavior will be repeated



money



power



attention

- **REINFORCEMENT:** stimulus or event that increases the chance a behavior will be repeated

money

social
approval

power

attention

- **REINFORCEMENT:** stimulus or event that increases the chance a behavior will be repeated

money

social approval

extra privileges

power

attention

REINFORCEMENT

REINFORCEMENT

REINFORCEMENT

POSITIVE

REINFORCEMENT

POSITIVE

NEGATIVE

REINFORCEMENT

POSITIVE



behavior occurs

NEGATIVE

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(reward) occurs

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(reward) occurs

behavior continues

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(punishment) occurs

consequence
(reward) occurs

behavior continues

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(punishment) occurs

consequence
(reward) occurs

behavior occurs

behavior continues

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(punishment) occurs

consequence
(reward) occurs

behavior occurs

behavior continues

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

NEGATIVE

behavior occurs

consequence
(punishment) occurs

consequence
(reward) occurs

behavior occurs

behavior continues

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

consequence
(reward) occurs

behavior continues

NEGATIVE

consequence
(punishment) occurs

behavior occurs

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

get a smile, kiss & hug

behavior continues

NEGATIVE

consequence
(punishment) occurs

behavior occurs

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

get a smile, kiss & hug

bring flowers again

NEGATIVE

consequence
(punishment) occurs

behavior occurs

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

get a smile, kiss & hug

bring flowers again

NEGATIVE

mother nagging

behavior occurs

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

get a smile, kiss & hug

bring flowers again

NEGATIVE

mother nagging

clean your room

consequence
(punishment) stops

REINFORCEMENT

POSITIVE

bring flowers

get a smile, kiss & hug

bring flowers again

NEGATIVE

mother nagging

clean your room

nagging stops