



Reinforcement

Psychology 390
Psychology of Learning
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Systematically Demonstrated Several Things.

1. If something occurs after the response (consequent stimulus) and the behavior increases,

The procedure is called reinforcement, and the thing that caused the increase is called a reinforcer.

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2. If something occurs after the response (consequent stimulus) and the behavior decreases,

The procedure is called punishment,

and the thing that caused a decrease is called a punisher.

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SO REINFORCERS ALWAYS INCREASE A BEHAVIOR

AND PUNISHERS ALWAYS DECREASE A BEHAVIOR.

THERE ARE NO EXCEPTIONS.

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Two Types of Reinforcers and Punishers.

The difference occurs due to whether you add or remove something.

If you add something following a response = positive

If you remove something following a response = negative

- Positive does not mean good:
- Negative does not mean bad.

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Positive Reinforcement

- If you add something (goodie) following a response and behavior increases, called Positive Reinforcement.

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Key Point: How to Get the Behavior to Occur the First Time

- Use Shaping by Successive Approximations (Shaping).
- In shaping you reinforce successive approximations to the desired response.
- Get a rat to bar press.

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Key to Shaping

- Must deprive the organism of what you want to reinforce it with.
- Animals with food. Deprive to 80% of its body weight.

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Kids

Deprive kid of reinforcer you want to use.

- Chocolate Chip Cookies (ccc's)

Reinforce with CCC's for small appropriate behaviors.

Gradually increase the amount of behavior you want to reinforce that is required for a cookie.

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Reverse Shaping

Is different from Regular Shaping

Start at the end response, then reinforce it.

Then two steps before you reinforce it,

Then three steps, etc.

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Examples

Stewart Little the Mouse.
Teaching a kid to tie their shoes.

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Negative Reinforcement

- Second type of reinforcement procedure.
- If you remove something following the response and the behavior increases, called Negative Reinforcement.

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Two Types of Negative Reinforcement

- Escape
- If you escape from something aversive, the next time you are in the same situation, you will make the same response.

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Example Spousal Abuse

Wife is yelling at her husband (aversive stimulus).
Husband hits wife.
Wife stops yelling.
Husband is negatively reinforced.

Next time the husband is in a similar situation, the husband will hit again.

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Avoidance

To avoid something aversive, you will make the same response.

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Example

Kid in candy store.
Kid wants a candy bar, is obnoxious, yells, etc.
Parent is embarrassed and upset.
Gives the kid the candy bar.
Kid stops yelling.
Parent is negatively reinforced (escape). No more yelling.
Next time, parent gives the kid a candy bar when they enter the store (avoidance).

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NOTE:

The kid is positively reinforced for its behavior

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