







Psyc 390 – Psychology of Learning

Medical Settings

- Use reinforcers to for weight reduction, food control for diabetes, etc.
- Good job for flossing,
- Insurance reductions for not smoking, weight control, etc can increase "healthy" behaviors.

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Counseling Settings

- Use of reinforcement is mandatory in making behavioral changes.
- Can be used in family counseling, child counseling, or individual counseling, etc.

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Domestic Companions (Pets)

- Use shaping with reinforcement.
- Can modify many types of behavior.

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Conclusion

• Reinforcement applications can be used everywhere and generally with everything.

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