

POSITIVE & NEGATIVE REINFORCEMENT & PUNISHMENT

IN OPERANT CONDITIONING

	<u>Behavior Increases</u>	<u>Behavior Decreases</u>
<u>Stimulus Applied</u>	Positive Reinforcement <i>(desirable S/rewards)</i>	Positive Punishment <i>(noxious/undesirable S)</i>
<u>Stimulus Removed</u>	Negative Reinforcement <i>(noxious/undesirable S)</i> = <u>escape</u> and <u>avoidance</u> conditioning	Negative Punishment <i>(desirable S)</i>

Positive = to apply
Negative = to remove

Reinforcement = when a behavior increases
Punishment = when a behavior decreases