

The Operant Conditioning Quadrant

- Principles of Reinforcement and Punishment

as introduced by B F Skinner and developed by Azrin and Holz (1966)

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	Reinforcement	Punishment
+	<p><u>Positive Reinforcement</u> (R+)</p> <p>The addition of a consequence increases the likelihood of the behaviour happening again.</p> <p>Example: Dog sits. Dog gets a cookie. Dog is more likely to sit again.</p>	<p><u>Positive Punishment</u> (P+)</p> <p>The addition of a consequence decreases the likelihood of the behaviour happening again.</p> <p>Example: Dog chews on the chair leg. You yell at the dog. Dog is less likely to chew chair leg again (in your presence).</p>
-	<p><u>Negative Reinforcement</u> (R-)</p> <p>The removal of a consequence increases the likelihood of the behaviour happening again.</p> <p>Example: I pinch the dog's ear until he opens his mouth to scream (so that I can insert the dumbbell). I remove the ear pinch. Next time, dog is more likely to open his mouth so as to make me remove the ear pinch and may eventually open his mouth as the sight of the dumbbell (or my hand) to avoid the pain (if my timing is good).</p>	<p><u>Negative Punishment</u> (P-)</p> <p>The removal of a consequence decreases the likelihood of the behaviour happening again.</p> <p>Example: Puppy bites my hand during play. I leave (=remove social interaction with myself). Puppy is less likely to bite my hand again.</p>