

Learning: Punishment and Reinforcement

Behavior: *Driving Fast*

Do you want to increase this behavior?

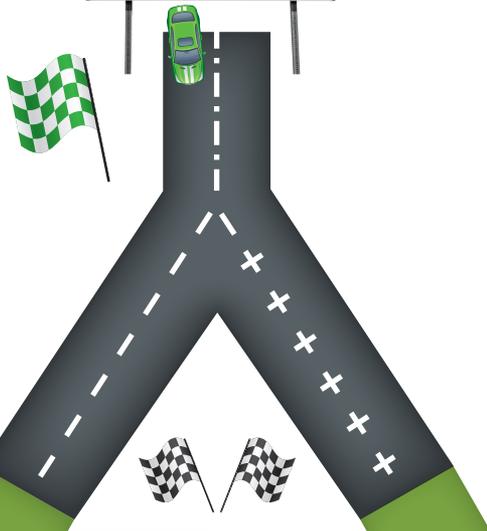


YES!
It's Nascar! You have to drive faster than anyone else to win. We will apply a reinforcer to **increase** the behavior.

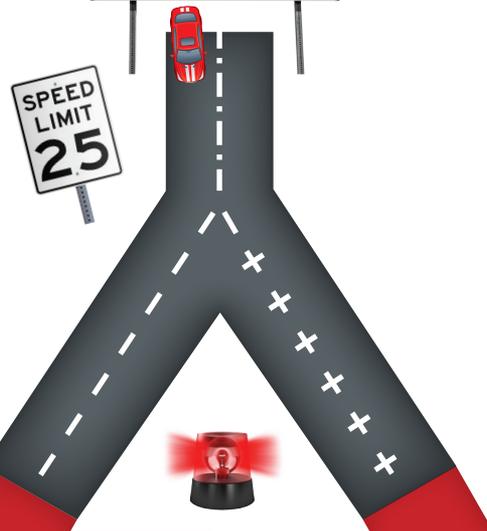


NO!
We're not at the racetrack! Speeding is dangerous and against the law. We will apply a punishment to **decrease** the behavior.

REINFORCEMENT



PUNISHMENT



Negative Reinforcement

You don't like working in the family auto-body shop. Your family says you can work fewer hours if you win the next race. **Taking away** unwanted work increases the speeding behavior.



Positive Reinforcement

You win a trophy and a cash prize for going fast at the race. **Adding** desirable rewards increases your speeding behavior.



Negative Punishment

The police officer confiscates your license. **Taking away** something desirable decreases your speeding behavior.



Positive Punishment

The police officer gives you a citation. **Adding** something undesirable decreases your speeding behavior.



● ● ✓ ● ●
test yourself

Which process matches each of the following examples?
Choose from **positive reinforcement**, **negative reinforcement**, **positive punishment**, and **negative punishment**.

- Carlos' parents grounded him the last time he stayed out past his curfew, so tonight he came home right on time.
- Jinhee spent an entire week helping an elderly neighbor clean out her basement after a flood. The local newspaper caught wind of the story and ran it as an inspiring front-page headline. Jinhee enjoyed the attention and decided to organize a neighborhood work group.
- The trash stinks, so Sheri takes it out.
- Gabriel's assistant had a bad habit of showing up late for work, so Gabriel docked his pay.
- During food drives, the basketball team offers to wash your car for free if you donate six items or more to the local homeless shelter.
- Claire received a stern lecture for texting in class. She doesn't want to hear that again, so now she turns off her phone when she enters the classroom.

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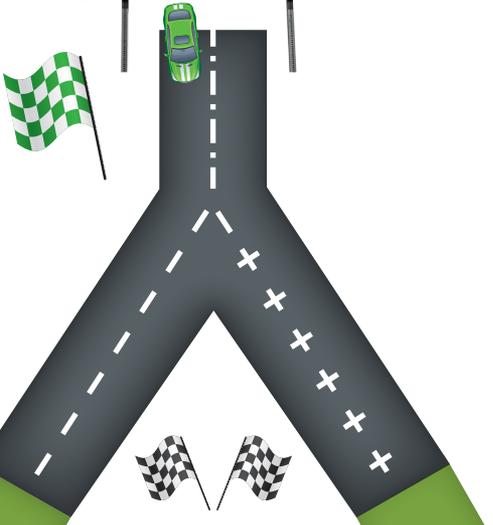


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