

THE 4 QUADRANTS OF OPERANT CONDITIONING

When training an animal, there is one behavior that we want to **reinforce** (increase), and another behavior that we want to **punish** (decrease).

We can add something good or bad (+ **positive**) or remove/delay something good or bad (- **negative**) to get the behavior we want.

IN THIS EXAMPLE: The reinforced behavior is **LOOSE-LEASH WALKING**.
The punished behavior is **PULLING ON THE LEASH**.

+R

POSITIVE REINFORCEMENT
ADDING GOOD STUFF TO
INCREASE A BEHAVIOR



-P

NEGATIVE PUNISHMENT
DELAYING GOOD STUFF TO
DECREASE A BEHAVIOR



+P

POSITIVE PUNISHMENT
ADDING BAD STUFF TO
DECREASE A BEHAVIOR



-R

NEGATIVE REINFORCEMENT
DELAYING BAD STUFF TO
INCREASE A BEHAVIOR



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