"Impossible is just a big word thrown around by small men who find it easier to live in the world they’ve been given than to explore the power they have to change it. Impossible is not a fact. It’s an opinion. Impossible is not a declaration. It is a dare. Impossible is potential. Impossible is temporary. Impossible is Nothing."

~Adidas

Overview

Positive Reinforcement

Negative Reinforcement

Shaping

Positive Reinforcement

Strengthens a behavior by making a desirable consequence contingent on its occurrence.

Negative Reinforcement

Strengthens a behavior by making the avoidance of an undesirable consequence contingent on its occurrence.

Shaping

Positive reinforcement of successive approximations to the desired behavior.
Scenario 1

Driving in heavy traffic is a negative condition for most of us. You leave home earlier than usual one morning, and don’t run into heavy traffic. You leave home earlier again the next morning and again you avoid heavy traffic. Your behavior of leaving home earlier is strengthened by the consequence of the avoidance of heavy traffic.

Answer: Negative Reinforcement

Scenario 2

At work, you exceed this month’s sales quota so your boss gives you a bonus.

Answer: Positive Reinforcement

Scenario 3

A rat is placed in a cage and immediately receives a mild electrical shock on its feet. The shock is a negative condition for the rat. The rat presses a bar and the shock stops. The rat receives another shock, presses the bar again, and again the shock stops. The rat’s behavior of pressing the bar is strengthened by the consequence of the stopping of the shock.

Answer: Negative Reinforcement
Leaders need to understand positive reinforcement because it is the only behavioral consequence that can maximize all aspects of the corporation’s performance.

- Make it personal
- Make it immediate
- Make it frequent
- Make it earned
- Make it social
Negative Reinforcement VS. Negative Punishment

- Negative Reinforcement
  - Helps INCREASE the likelihood of a targeted response
  - EX) Reducing Prison Sentence

- Negative Punishment
  - Helps DECREASE the likelihood of a targeted response
  - EX) Taking away a dessert from a child

Best way to Remember Negative Reinforcement:

Think of it being SUBTRACTED
Ex) Sunscreen

In a classroom setting:

Wolfgang (2001)
- Negative reinforcement used sparingly
- Positive reinforcement should be stressed
- Negative reinforcement = short term use

Shaping

Shaping occurs only in positive reinforcement

Two types of shaping:
Continuous Reinforcement- Reward every time the desired behavior occurs
Intermittent Reinforcement- rewards only periodically

Reinforcement Strategy

- Opposite of shaping?
  - Punishment attempts to eliminate undesirable behavior by making an unpleasant consequence
  - Punishment can work and sometimes it doesn’t
    - Verbal reprimand
    - Pay reduction

POP QUIZ
Question 1

• What were the three topics we covered?

Question 2

• How many apps does Apple have?

Question 3

• Positive or negative reinforcement?
  Susan was the supervisor of production in a specialty gift company. For the busy holiday, she brought in extra temporary workers to help. The rejection rate was very high for their first kit build, so she began praising the performance of those workers who built their kits correctly. As a result of the procedure, the workers' performance improved with the rest of the kit builds.

Question 4

• When is shaping used, Negative or for positive reinforcement?

Question 5

• Does punishment always work?

Works Cited

Thank you!