Understanding the 4 Categories of Operant Conditioning

(+R)
Positive Reinforcement
Kitty is happy to get something he likes

(-P)
Negative Punishment
Kitty is disappointed to have lost something he likes

Primary Reinforcers
Attention
Praise/Pets

Woohoo!

!@*#!

Positive
Something Given
Reinforcement
Increases likelihood of behavior being repeated

Negative
Something Taken Away
Punishment
Decreases likelihood of behavior being repeated

Ouch!

Phew!

Aversive Pressure
Threats
Scary Stuff

(+P)
Positive Punishment
Kitty is upset to have experienced something bad

(-R)
Negative Reinforcement
Kitty is relieved to have escaped or avoided something bad