

Skinner's Reinforcement Theory

Presented By
UMANGI KHANDHAR

Burrhuss Frederic (B.F.) Skinner

► *B.F. Skinner was an American Psychologist, Behaviorist, Author , Inventor and Social Philosopher.*

► **EDUCATION :**

1. *Masters in Psychology*
2. *PhD in Psychology*



B.F. SKINNER

What Is Reinforcement?

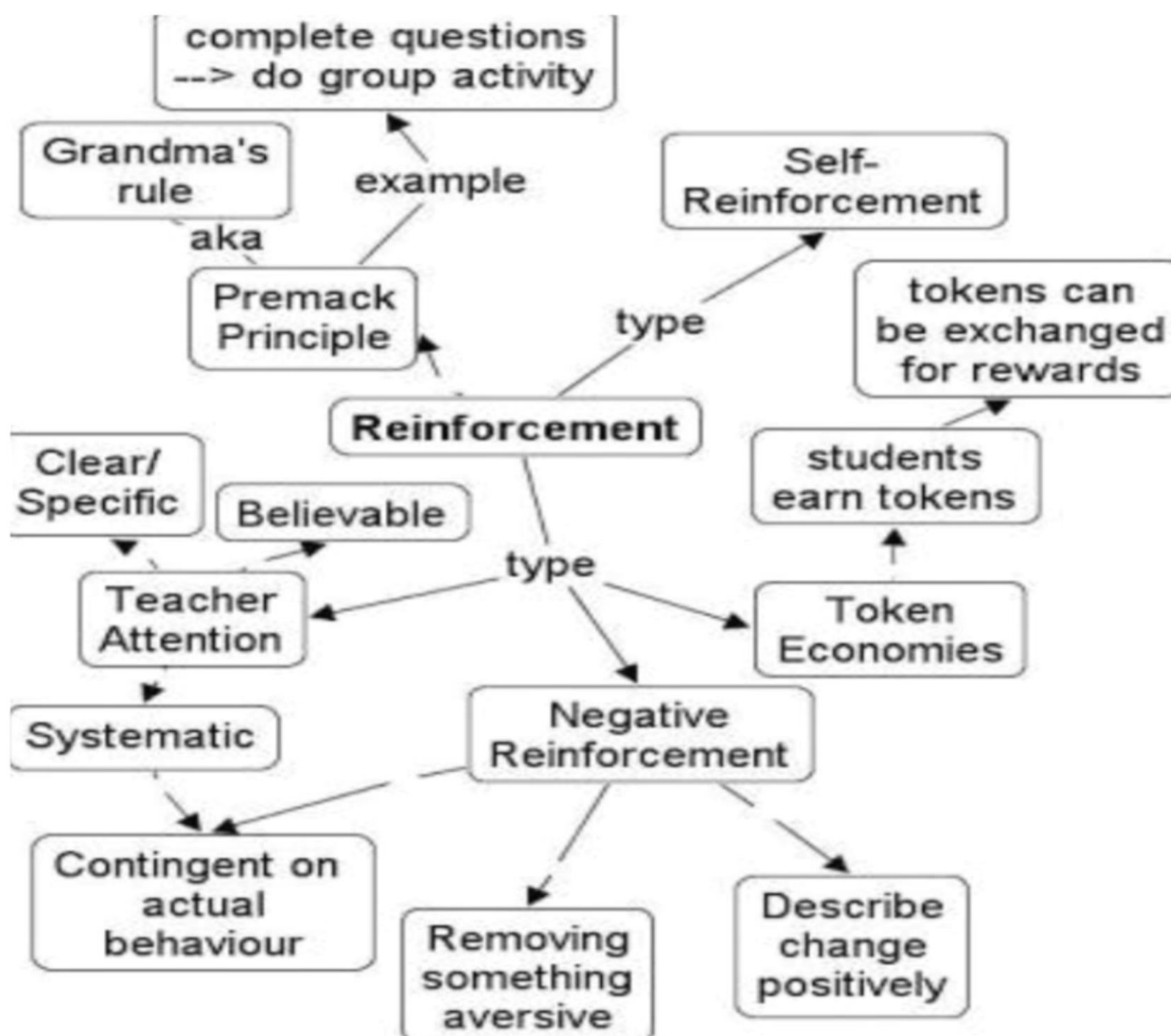
- ▶ *This theory of motivation was proposed by B.F. Skinner and his associates.*
- ▶ *It states that individual's behaviour is a function of its consequences.*
- ▶ *Past behaviour affect future actions in a cyclical learning process as*

**STIMULUS - RESPONSE - CONSEQUENCES -
FUTURE RESPONSE**

► EXAMPLE :

If You want your Dog to sit on command, you may give him a treat everytime he sits for you. The dog will eventually come to understand that sitting when told to will result in a treat .

This treat is reinforcing because he likes it & will result in sitting.



Skinner's Operant Conditioning Quadrants

	Decrease Behavior	Increase Behavior
Add	Positive Punishment	Positive Reinforcement
Remove	Negative Punishment	Negative Reinforcement

TYPES OF REINFORCEMENT

► *In operant conditioning, there are Two different types of reinforcement.*

1.) **POSITIVE REINFORCEMENT**
involves ADDING something to increase a response.

2.) **NEGATIVE REINFORCEMENT**
involves REMOVING something in order to increase a response.

Putting on Sun-Cream

Before	Behaviour	After
Hot sun	Put on sun-cream	No sun burn

Negative reinforcement occurs when you put sun-cream on to prevent being burned.

Putting on Oven Gloves

Before	Behaviour	After
Piping hot bowl	Put on oven gloves	Hands are not burned

Drying Wet Hands

Before	Behaviour	After
Wet hands	Rub hands in a towel	Water gone from hands

Drying hands is an example of negative reinforcement.

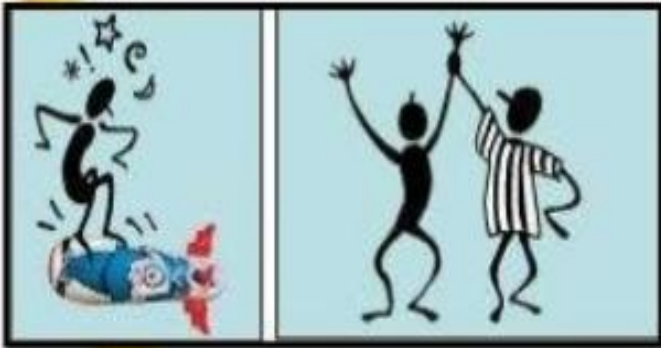
Turning Off Alarm Clock

Before	Behaviour	After
Morning alarm noise	Press STOP button	Alarm noise stops

Positive and Negative Reinforcement

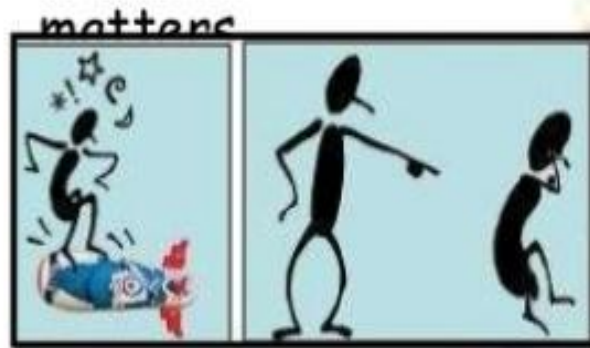
Positive Reinforcement

- Observer is likely to repeat behavior a model demonstrates
- Behavior doesn't matter, reinforcement received



Negative Reinforcement

- Observer is less likely to repeat a behavior a model demonstrates.
- Behavior doesn't matter, reinforcement received



POSITIVE PUNISHMENT :

- ▶ *This works by presenting a negative consequence after an undesired behaviour is exhibited, making the behaviour less likely to happen in the future.*
- ▶ **EXAMPLE :** *A student receives a phone call in the classroom, and he picks up the call and starts talking in front of the whole class. The Teacher then reprimands him in front of the whole class and added his homework to be*

NEGATIVE PUNISHMENT :

This happens when a certain desired item is removed after a particular undesired behaviour is exhibited , resulting in the behaviour happening less often in the future.

EXAMPLES:

1.) A Student receives a phone call in the classroom , and he picks up the call and starts talking Infront of the whole class. The Teacher then seizes his phone.

CLASSICAL CONDITIONING

- ▶ *A type of learning in which a neutral stimulus comes to bring about a response after it is paired with a stimulus that naturally brings that response.*
- ▶ **Example :**
Mr. A feels fear when he pets a Rabbit because he associates the rabbit with a painful noise.

REFERENCE :

▶ *Wikipedia*

▶ *Schedules of Reinforcement*

THANK YOU