

Developing and Maintaining Behavior With Conditioned Reinforcement



- *Unconditioned reinforcers* - things that are reinforcing without needing to be learned, e.g. food for a hungry person; primary reinforcers.



- *Conditioned reinforcers* - a stimulus which has become reinforcing through association with other reinforcers, e.g. praise, money, stickers; secondary reinforcers.

○ When a stimulus becomes a reinforcer through association with other reinforcers, the other reinforcers are called *back-up reinforcers*.

○ A *simple conditioned reinforcer* is one that is paired with just one back-up reinforcer, e.g. a subway token, a coupon—they can be exchanged for *just one* thing.



○ A *generalized conditioned reinforcer* is one that is associated with a variety of back-up reinforcers, e.g. money, praise.



"PRAISE"
PAT ON ONE'S BACK

- In a token system, conditioned reinforcers called *tokens* can be earned for certain behaviors, accumulated, and exchanged for back-up reinforcers.

Child's Choice

rock in the box	pizza	popcorn
ball	piano	cookies
pop	chips	crackers


