APPLETREE CONNECTION
We Train. We Mentor. We Empower.

Reinforcement vs. Punishment

Reinforcement: that which happens immediately after a behavior that increases the future frequency of a behavior

- **Positive reinforcement** – adding a stimulus immediately after a behavior that increases the behavior over time
- **Negative Reinforcement** - removing a stimulus immediately after a behavior that increases the behavior over time

Punishment: that which happens immediately after a behavior that decreases the future frequency of a behavior

- **Positive punishment**– adding a stimulus immediately after a behavior that decreases the behavior over time
- **Negative punishment**- removing a stimulus immediately after a behavior that decreases the behavior over time