Positive reinforcement is when a behavior is strengthened by the addition of a desirable stimulus, such as a reward or praise. For example, a child may be more likely to clean their room if they receive a toy as a reward for doing so. Negative reinforcement is when a behavior is strengthened by the removal of an aversive stimulus, such as an annoying sound. For example, a student may be more likely to turn in their homework on time if they no longer have to listen to the teacher's nagging.

Positive punishment is when a behavior is weakened by the addition of an aversive stimulus, such as scolding or spanking. For example, a child may be less likely to touch a hot stove if they receive a scolding or spanking for doing so. Negative punishment is when a behavior is weakened by the removal of a desirable stimulus, such as taking away a child's toy for misbehavior. For example, a child may be less likely to hit their sibling if their toy is taken away as a consequence.

The key difference between positive and negative reinforcement/punishment is whether a stimulus is added or removed to strengthen or weaken a behavior. Positive reinforcement and punishment involve adding a stimulus, while negative reinforcement and punishment involve removing a stimulus.

Discrimination and generalization are two important concepts in psychology and behaviorism.

Discrimination is the ability to distinguish between different stimuli and respond differently to them. For example, a dog may learn to distinguish between the sound of the mailman's truck and other vehicles, and bark only when the mailman's truck arrives. Discrimination can occur when a behavior is reinforced in the presence of one stimulus but not in the presence of other similar stimuli.

Generalization, on the other hand, is the tendency to respond similarly to similar stimuli. For example, a child who learns to call their grandfather "grandpa" may also call other older men "grandpa." Generalization can occur when a behavior is reinforced in the presence of one stimulus and then comes to be exhibited in the presence of other similar stimuli.

So, the main difference between discrimination and generalization is that discrimination involves the ability to distinguish between different stimuli and respond differently to them, while generalization involves responding similarly to similar stimuli. Discrimination helps us to learn to respond differently to different stimuli, while generalization helps us to apply what we have learned to new situations.

3.

There are several techniques that people use to control their behavior, and these can be broadly categorized into two types: operant conditioning and cognitive strategies.

1. **Operant conditioning:**

a. Positive reinforcement: Rewarding oneself for good behavior, such as giving oneself a treat after completing a task.

b. Negative reinforcement: Removing an aversive stimulus after exhibiting good behavior, such as stopping a nagging voice in one's head after finishing a task.

c. Positive punishment: Imposing a consequence after exhibiting bad behavior, such as doing extra chores after procrastinating.

d. Negative punishment: Removing a desirable stimulus after exhibiting bad behavior, such as denying oneself a night out after failing to complete a task.

2. **Cognitive strategies:**

a. Self-monitoring: Keeping track of one's behavior to identify patterns and areas for improvement.

b. Goal-setting: Setting specific and measurable goals to work towards.

c. Cognitive restructuring: Changing negative thoughts and beliefs that lead to negative behaviors.

d. Mindfulness: Cultivating present-moment awareness to reduce impulsive behavior.

e. Self-talk: Using positive and encouraging self-talk to reinforce good behavior and reduce negative behavior.

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