

# Understanding Reinforcement VS Bribery

and The Long -Term Effects Reinforcement has  
on Challenging Behaviors





**Reinforcement**

# What is Reinforcement?

## What is reinforcement?

- Reinforcement is the addition (positive) or removal (negative) of "some thing" that will likely INCREASE a behavior.

## When should we reinforce?

- Every chance you get!!
- Immediately after in order to increase its frequency.

## Why is it important?

- The foundation of ABA.
- Reinforcement is the keystone to promoting prosocial behavior and ~~eliminating problem behavior.~~

## Positive Reinforcement:

is the addition of "**some thing**" that will increase the likelihood of that behavior happening again in the future.

### Examples:

- A couple turned on the aroma diffuser before going to sleep. Noticing that they had a good long sleep last night, they decided to use the aroma diffuser again.
- **In this example:** Having a good night's sleep is rewarding for the couple, reinforcing their use of an aroma diffuser again.
- A child is told to clean the living room, he cleans the living room [*behavior*] and is then allowed to play video games [*reinforcer*].







1. **Natural reinforcers:** reinforcers that occur directly as a result of the behavior (e.g., a student studies hard and does well on her exams, resulting in good grades).
2. **Token reinforcers:** those that are awarded for performing certain behaviors and can be exchanged for something of value (e.g., parents devise a reward system in which the child earns stars, points, or some other token that they can save up and turn in for a reward).
3. **Social reinforcers:** those that involve others expressing their approval of a behavior (e.g., a teacher, parent, or employer saying, “Good job!” or “Excellent work!”).
4. **Tangible reinforcers:** reinforcers that are actual physical or tangible rewards (e.g., cash, toys, treats; Cherry, 2018).



# Positive Reinforcement

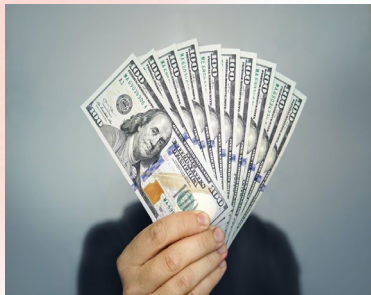
Behavior is followed by a desirable event or state.



\$10 for an A makes it more likely a student will earn more As.

**Consequence is “added”**

Addition of a (pleasant) consequence





**Negative  
Reinforcement**



## Negative reinforcement

is the removal of “some thing” that will increase the likelihood of that behavior happening again in the future.

### Example:

- Hitting the snooze button removes that terrible noise and you get a few extra minutes of precious sleep.
- Hitting one's head allows for removal of a difficult task.



# WHAT DO YOU THINK?

Is negative reinforcement the same thing as punishment?



# Negative Reinforcement

Behavior ends an undesirable event or state.



Taking aspirin relieves headaches and makes it more likely that aspirin will be taken in the future.

**Consequence is “subtracted”**

removal (or avoidance) of a (unpleasant) consequence



# Examples





- You decide to clean up your mess in the kitchen (the behavior) to **avoid** getting into a fight with your roommate (removal of the aversive stimulus)
- On Monday morning, you leave the house early (the behavior) to **avoid** getting stuck in traffic and being late for work (removal of an aversive stimulus).
- At dinner time, a child pouts and refuses to eat her vegetables for dinner. Her parents quickly take the offending veggies away. Since the behavior (pouting) led to the removal of the aversive stimulus (the veggies), this is an example of negative reinforcement.





# Explanation

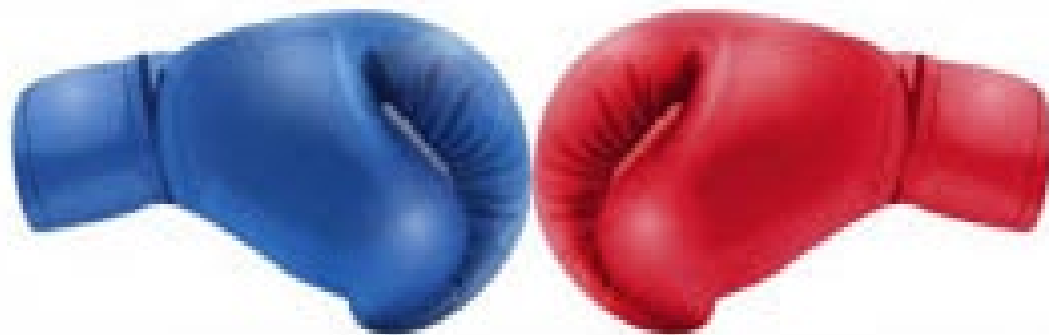
- The belief that negative reinforcement and punishment are the same thing is a common misconception.
- Punishment is the addition or removal of “some thing” that **DECREASES** a behavior
  - Reinforcement **INCREASES** behavior 
  - Punishment **DECREASES** behavior 



# Head to Head



## Reinforcement VS Bribery



# What is the Difference?

## Reinforcement

Earning a pre-planned incentive for a job well done.

## Bribery

Bribes are given before the person exhibits that desired behavior or in response to a challenging behavior.



# Reinforcement



## Planned

- ★ Identify Behavior or skill
- ★ Data
- ★ Have a goal
- ★ Identify Reinforcers
- ★ Preference assessment
- ★ Reinforcement Schedule





# Bribery

## Given Before Behavior

- The child is given something to avoid a behavior.

## Given in Response to a Behavior

- The child is engaging in a behavior bc they want something and is given item to stop behavior.
- Can occur in community settings ( Target, Walmart, Toy store, candy store DISNEY WORLD)

Any questions?

Please feel free to write in the chat box.



# What is the Difference?

## Reinforcement

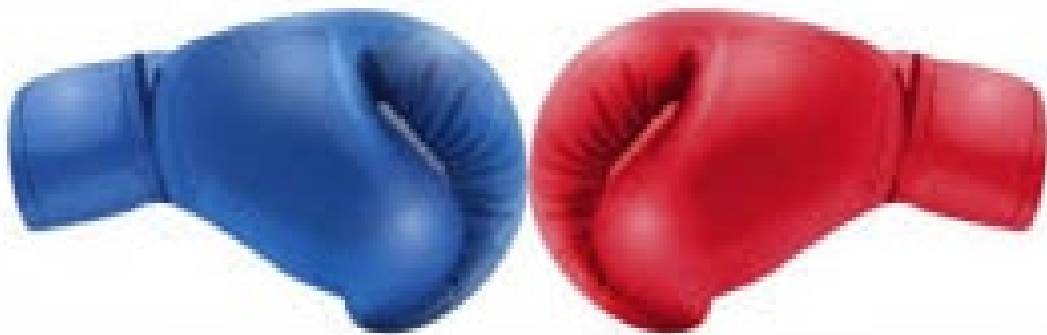
Creates a lasting positive change on behavior.

## Bribery

Change behavior in the moment but not over time.

# Head to Head

**Reinforcement** VS **Bribery**





# What is the Difference?

## Reinforcement

Adult is in control-They decide when (and if) reward has been earned.

## Bribery

Child is in control-  
Negotiation is made in exchange for compliance.



## Let's test our understanding of reinforcement & bribery



- Mom explains to Timmy that he can earn a cookie if he is good at the store. Timmy acts appropriately while at the store and receives a cookie when they leave.

**Reinforcement** or **Bribery**

- It all of your vegetables then you can have dessert.

**Reinforcement** or **Bribery**

- Max is a young boy who struggles in mathematics. After putting in a lot of effort, Max manages to get the perfect score. Aside from getting a good grade, Max's parents also reward him with gifts for his success and hard work.

**Reinforcement** or **Bribery**



# RULES OF REINFORCEMENT

Value

Effort

Rate

Magnitude

Imediacy

# VALUE

- The value of the reinforcement should be high
  - When your child has not engaged with a preferred item/activity for an extended amount of time, the value of that item/activity will increase
    - When your child has spent a lot of time with a preferred item/activity for an extended amount of time; the value decreases.
    - Reinforcers Should Be Rotated





# DON'T GIVE IT AWAY FOR FREE!



Keep an eye on how often you give your child a certain reinforcer

Don't allow free access to the reinforcer or value will decrease.

- Avoid satiation
- Offer choices and assess frequently.



# EFFORT

- The effort your child puts forth should equate to the reinforcement available.
  - Is the juice worth the squeeze?





# RATE



- How often are you reinforcing?
- Give a reinforcer as many times as you need to so your child continues to engage in the appropriate behavior.



# MAGNITUDE

- The size of the reinforcement should be appropriate for response
  - For instance, the better the response the bigger/more of the reinforcement should be available for your child
    - Differential reinforcement
  - **REMEMBER...**
    - If the magnitude is too small or too big then it can impact the satiation and deprivation states of the learner.



Keep them wanting more.



# IMMEDIACY



- Reinforcement should be provided immediately after the behavior you are looking to shape.
  - This will allow the student to understand what they are being reinforced for.
  - What if there is a large gap between the reinforcement and the desired behavior?
    - Confusion of target behavior







# CONSISTENCY IS THE KEY TO SUCCESS



When teaching a new skill you want to initially provide reinforcement every time you see the behavior

- Reinforce every occurrence of the behavior you are trying to increase.
- As your child shows signs of independence you can thin out the schedule of reinforcement from every response, to every 2 responses, 3 responses, etc.
  - Work towards natural schedule of reinforcement





# INCONSISTENT REINFORCEMENT



- Reinforcing a response sometimes and not other times is called intermittent reinforcement.
  - For example; you sometimes reinforce your child for responding to a direction, but other times you do not.
  - Intermittently reinforced behaviors are the hardest behaviors to change because the individual does not know when the reinforcement is coming. As a result, the student will likely continue to engage in the behavior.
  - Why is this good? Why is this bad?



# INCONSISTENT REINFORCEMENT cont

## Example:

I want cake!!

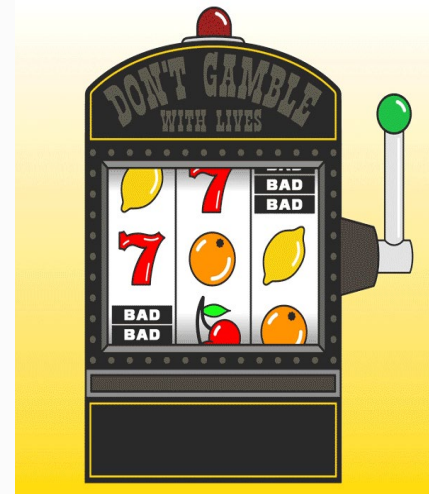
Response: No

Response; No

Response: Yes

The child finally gets cake  
(inconsistent reinforcement).

## Example:





# MOTIVATION



- In order to reinforce effectively you have to figure out how motivated your child is to do what you want them to do.
- Motivation is what drives our learners to do what they do.
- Hungry? You will be more likely to engage in behavior that will get you access to food.
- Holiday credit card bills due? You're more likely to engage in behavior that would get you money.
- So why does this matter?





# MOTIVATION AND REINFORCEMENT



- In order to properly reinforce you have to address the current state of motivation.
  - Example: reinforcing with food after thanksgiving dinner will not likely be as reinforcing as first thing in the morning before breakfast.
  - Make a List of all the reinforcements the child may be motivated by. It can be tan., social, edible.
  - Which one's have been free? Meaning the child has had free access. Regardless of the behavior.
  - Give Reinforcement after the desired behavior has occurred. Example if the iPad is the reinforcer. If they comply with sitting nicely then the child can earn the iPad.
  - Remember a reinforcer is only motivating if it motivates the child, not motivates us.







# PREFERENCE ASSESSMENT



- Just like us, your child's preferred items can change day to day, week to week, minute to minute, etc..
- It is important to continually assess what your child wants (motivation).
- This can be as simple as setting out several items and have them pick what they want.



# HOW CAN WE REINFORCE OUR STUDENTS AT HOME??

- Token board
- Behavior charts
- Verbal praise
- Point System

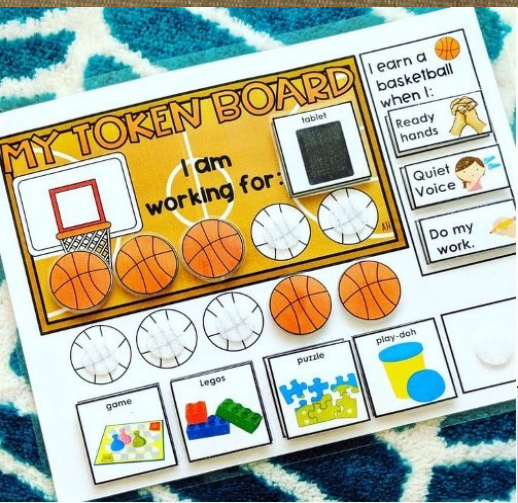


## Helpful tips

**Here's how to create your token economy system:**

1. Break the day down into smaller chunks of time. ...
2. Choose up to three behaviors to address at one time. ...
3. Create an appealing reward menu with a variety of items. ...
4. Frame the desired behaviors in a positive way. ...
5. Physically hand a token to your child whenever he earns one.





# REWARD CHART!

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Great getting ready in the morning!							
Good at School!							
Good at home!							
Eating Dinner Nicely!							
Great Bedtime!							
WOW! Bonus							
TOTAL							

# BEHAVIOR star CHART

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

FOLLOWING DIRECTIONS	Math	Reading	Writing	Lunch/ Recess	Specials	Science/ Social studies
listening to my teacher						
staying in my area						
talking when allowed						
obeying classroom rules						

Following Directions:

- listening to my teacher
- staying in my area
- talking when allowed
- obeying classroom rules

Star Rewards:

3 stars per subject: \_\_\_\_\_

18 stars per day: \_\_\_\_\_



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## My Weekly Chart



Activity	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend

If I earn \_\_\_\_\_ points for the week I can \_\_\_\_\_.

See [katiebeeb.org](http://katiebeeb.org) for more than charts.

## 's Behaviour Chart



activity	mon	tue	wed	thur	fri	sat	sun
I was nice to my sister							
I did not whine today							
I made my bed							
I kept my room tidy							
I was ready on time for school						X	X
I was helpful today							
I did my chores							





# TOKEN BOARD

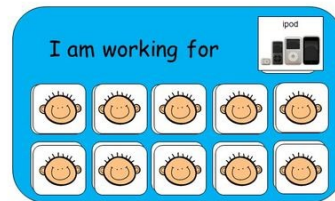


- Set predetermined criteria for earning the tokens.
- Once all tokens earned your child can cash them in for their preferred reinforcer.
- Customize tokens to your child's preferences.



# Community

- Reinforcement backpack for outings
- Continuously Identify New reinforcers
- Socially reinforce
- Smile
- Wink
- Say great job
- Provide effective praise





**Punishment**





# Punishment



- Punishment should always be used only after reinforcement has been tried and shown to be ineffective.
- Use for dangerous behaviors
- Does not teach appropriate behavior. Must always use with reinforcement of functional alternatives.







# Punishment



- Procedures that decrease behavior do not teach behavior!
- May risk reinforcing another type of inappropriate behavior
- Cannot be depended on to produce long-lasting suppression
- May provoke escape and aggression/emotional reaction
- Person may avoid the person who gives the punishment





# Positive Punishment



This type of punishment occurs when something is added that is unpleasant that decreases the probability that the behavior will be repeated in the future.





# Negative Punishment



This type of punishment occurs when you are removing something desirable and it decreases the likelihood of the behavior will be repeated in the future.



# Resources

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[www.Google.com](http://www.Google.com) for images

[www.Giphy.com](http://www.Giphy.com) for gif

**Teaching Essential life Skills to children with  
Special needs to increase independence.**

**May 3 2022**





# THANKS!



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