



**Add To
Environment**



**Remove From
Environment**



**Increase
Behavior**

R+
**Positive
Reinforcement**

R-
**Negative
Reinforcement**



**Decrease
Behavior**

P+
**Positive
Punishment**

P-
**Negative
Punishment**

Positive
Applies Stimulus

Negative
Removes Stimulus



Reinforcement

Increases the frequency of desirable behavior



Positive Reinforcement

Negative Reinforcement

Punishment

Decreases the frequency of undesirable behavior



Positive Punishment

Negative Punishment