

# Schedules of Reinforcement

- Fixed Ratio (FR) = Responses
  - reinforces a response only after a specified number of responses
  - faster you respond the more rewards you get
  - different ratios
  - very high rate of responding
  - like piecework pay

# Schedules of Reinforcement

- Variable Ratio (VR)
  - reinforces a response after an unpredictable number of responses
  - average ratios
  - like gambling, fishing
  - very hard to extinguish because of unpredictability

# Schedules of Reinforcement

- Fixed Interval (FI) = Time
  - reinforces a response only after a specified time has elapsed
  - response occurs more frequently as the anticipated time for reward draws near

# Schedules of Reinforcement

- Variable Interval (VI)
  - reinforces a response at unpredictable time intervals
  - produces slow steady responding
  - like pop quiz

# Cognition and Operant Conditioning

- Cognitive Map

- mental representation of the layout of one's environment
- Example: after exploring a maze, rats act as if they have learned a cognitive map of it

- Latent Learning

- learning that occurs, but is not apparent until there is an incentive to demonstrate it

# Cognition and Operant Conditioning

- Overjustification Effect
  - the effect of promising a reward for doing what one already likes to do
  - the person may now see the reward, rather than intrinsic interest, as the motivation for performing the task

# Cognition and Operant Conditioning

- Intrinsic Motivation
  - Desire to perform a behavior for its own sake and to be effective
- Extrinsic Motivation
  - Desire to perform a behavior due to promised rewards or threats of punishments