

**Consequences
influence
behavior**

Think about that for a moment.
Consequences influence behavior.
It means that people do things
because they know other things
will follow. Thus, depending upon
the type of consequence that
follows, people will produce some
behaviors and avoid others. Pretty
simple. Pretty realistic, too.
Reinforcement theory
(consequences influence behavior)
makes sense .

:Explanation of Theory

Attitude changes result from an opinion change produced through reinforcement in areas such as attention, comprehension and .acceptance

Theorist

Hovland, Janis and Kelly :

1967 :Date

PRINCIPLES OF REINFORCEMENT

There are three basic principles of this theory. These are the Rules of Consequences. The three Rules describe the logical outcomes which typically occur after consequences:

1. Consequences which give Rewards increase a behavior
2. Consequences which give Punishments decrease a behavior
3. Consequences which give neither Rewards nor Punishments extinguish a behavior

THE PROCESS OF REINFORCEMENT

The Rules of Consequence are used in a three step sequence that defines the process of reinforcement. We can call these steps, When-Do-Get:

Step 1: When in some situation,

Step 2: Do some behavior,

Step 3: Get some consequence

THE LIMITATIONS OF REINFORCEMENT

- 1. It is difficult to identify rewards and punishments*
- 2. You must control all sources of reinforcement*
- 3. Internal changes can be difficult to create*
- 4. Punishing is difficult to do well*

The reinforcement theory implies that if a person has a need, then he/she will be motivated to work hard to achieve the need desired

there is a continuous pattern within reinforcement, for consequences influence behavior and behavior influences consequence.

It is important to recognize that people constantly need to be reinforced for work that is done.

Reinforcement is what motivates and drives people to push themselves. What specific reinforcements encourage individuals is undecidedly so, for it is different for each individual .