Theories of Reinforcement

Thorndike and the Law of Effect

Hull and Drive Reduction Theory
- Primary reinforcers
- Secondary reinforcers and acquired drives
- Sensory reinforcement

The Premack Principle
- The Premack revolution
- Applications of the Premack principle
- Theoretical problems

The Response-Deprivation Hypothesis
- Response deprivation and the Law of Effect
- Response deprivation and response probability
- Response deprivation and the locus of reinforcement effects

Response Allocation and Behavioral Economics
- Imposing an instrumental contingency
- Responding to schedule constraints
- Contributions of response allocation and behavioral economics