

MOTIVATING OPERATIONS

Antecedents that (A) alter the value or strength of the Sd's and consequences, and that may (B) alter the behavior as a result.

Mayer et. al., 2019

ESTABLISHING OPERATION

- "EO"
- Deprivation
- Increases the effectiveness of a stimulus as a reinforcer in the moment
- Increases current frequency of the behavior to contact the reinforcer

MORE
Motivation



ABOLISHING OPERATION

- "AO"
- Satiation
- Decreases the effectiveness of a stimulus as a reinforcer in the moment
- Decreases current frequency of the behavior to contact the reinforcer

LESS
Motivation

