



MODULE 7

ANTECEDENT VARIABLES

Motivation

variable that
strengthens or
weakens the value
of a reinforcer

Antecedent

what occurs
before the
behavior

Behavior

anything
someone does to
interact with the
environment

Consequence

what occurs
after the
behavior

MOTIVATING OPERATIONS

	Value-Altering Effects	Behavior-Altering Effects
Establishing Operation (EO)	Increases effectiveness of a reinforcer	Increases current frequency of all behavior that previously resulted in the reinforcer
Abolishing Operation (AO)	Decreases effectiveness of a reinforcer	Decreases current frequency of all behavior that previously resulted in the reinforcer



STIMULUS

An energy change that affects an organism through its receptor cells



Vision



Smell



Taste



Hearing



Touch

- Thoughts
- Headache
- Fever

Internal Stimuli



External Stimuli

- Dog barking
- Smell of coffee
- Drop of rain

DISCRIMINATIVE STIMULUS

A stimulus that signals the availability of reinforcement for a specific behavior

WHAT'S THE DIFFERENCE?

MO (EO)



SD: coffee shop is open



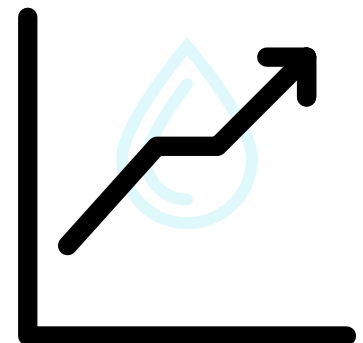
My coffee is so good!



MO (AO)

MOTIVATION AS A GRADIENT

Motivation to get water



Time without water

ADDITIONAL RESOURCES



Information gathered from Cooper, J. O., Heron, T. E., & Heward, W. L. (2020). Applied Behavior Analysis. Pearson Education.



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