



MODULE 7

ANTECEDENT VARIABLES



PROJECT ACCESS

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



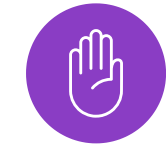
Smell



Taste



Hearing



Touch

- Thoughts
- Headache
- Fever

Internal Stimuli



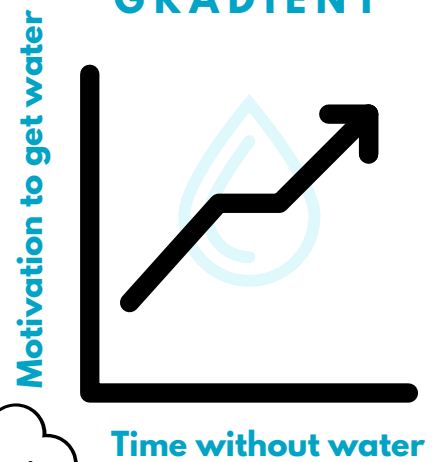
External Stimuli

- 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?

MOTIVATION AS A GRADIENT



ADDITIONAL RESOURCES



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



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