|  |  |  |
| --- | --- | --- |
|  | Reinforcement(Increase/maintain behavior) | Punishment(Decrease behavior) |
| Positive(**add** stimulus) | **Add** pleasant stimulus to increase/ maintain behavior | **Add** aversive stimulus to decrease behavior |
| Negative(**remove** stimulus) | **Remove** aversive stimulus to increase/ maintain behavior | **Remove** pleasant stimulus to decrease behavior |