

In-Class Exercise

- ❖ 4 volunteers to leave the room
- ❖ **Positive reinforcement** = cheer, applaud, “there you go,” “yes,” supportive comments when subject is moving **CLOSER** to the object
 - ❖ Otherwise, no talking!
- ❖ Pick an object (small, not hidden, visible)
- ❖ Need two timekeepers
 - ❖ Start timing when the person claps

In-Class Exercise

Your task is to locate and touch a particular object in the room, and the class has agreed to help you. You cannot use words or ask questions. Please **clap** when you are ready to begin.

In-Class Exercise

- ❖ **Negative Reinforcement** = hiss, boo, “no,” “wrong,” when subject is moving **FURTHER** away from the object
- ❖ Please refrain from making any personal comments → NOTHING NASTY

In-Class Exercise

Your task is to locate and touch a particular object in the room, and the class has agreed to help you. You cannot use words or ask questions. Please **clap** when you are ready to begin.

In-Class Exercise

- ❖ Was there a significant difference in time spent searching for the object?
- ❖ What was the difference in behavior of the volunteers?
- ❖ What are the implications of this exercise to shaping behavior in organizations?