

Chapter 9

1. What are the two fundamental questions a theory of reinforcement must answer?
2. What is the Law of Effect, and what are its shortcomings as a theory of reinforcement?
3. What is the drive reduction theory of reinforcement, and why has it been supplanted by other approaches?
4. What is the Premack principle, and what are its advantages and disadvantages?
5. What advantage does the response deprivation hypothesis have over the Premack principle?
6. How did the response deprivation hypothesis shift the locus of the explanation of reinforcement?
7. What advantages does behavioral regulation theory have over earlier theories of reinforcement?
8. How does the availability of substitutes affect behavioral regulation predictions of reinforcement?