Positive Reinforcement (ADDED)	Negative Reinforcement (REMOVED)
Something preferred is given (i.e.: tangible item, access to preferred activity, attention)	**Something non-preferred is taken away** (work, task, loud noise, person, etc.)

Effect on Future Frequency / Intensity and/or Duration of Behavior = **INCREASES**

Positive Punishment (ADDED)	Negative Punishment (REMOVED)
Something non-preferred is given (i.e.: reprimand, phone call home, extra work, etc.)	**Something preferred is taken away** (i.e.: token, free time, tangible item, etc.)

Effect on Future Frequency / Intensity and/or Duration of Behavior = **DECREASES**