

Key Concepts

- Multiple Self.
- Behavior is chemical.
- Reasoning why...
- Knowing that...
 - Cues --> Fits --> Behavior
 - Stimulus --> Behavior --> Reinforcement

Review Questions

1. What does public policy look like that is built on “reasoning why” Vs. “knowing that?”
2. What does public policy look like that is built on positive Vs. negative reinforcement?
3. What are the implications of SBR for demand analysis?

Bites

- Brains jump-- otherwise we were lion dinners.
- “The chicken claw goes with the chicken and you need a shovel to clean out the chicken shed.”



Figure 6.2
How Would You Describe This?

