

Nine Steps for Choosing Reinforcers

Hall and Hall, 1980

- 1. Consider the age, interests and appetites of the subject.**
- 2. Consider the behavior to be strengthened; chose consequence that corresponds to value or effort required.**
- 3. List potential reinforcers based on knowledge of the subject.**
- 4. Consider the Premack Principle.**
- 5. Ask the subject what is reinforcing to him/her.**
- 6. Consider novel reinforcers.**
- 7. Consider natural reinforcers.**
- 8. Select the reinforcer(s) to be used.**
- 9. Record the behavior.**

