

The Law Of Effect

Behavior is a function of its consequences.

This natural law of learning was discovered by Edward Thorndike, a really smart scientist that played with cats and puzzle boxes.

It means that in any given situation, a behavior will occur more, or less, depending on the outcomes that behavior has produced in the past. So if you want to know WHY an animal is doing something, look to see what they got (or avoided) when they did it.

To get an idea of how we can benefit from this predictable rule of behavior, we will use an example:

A: You call your dog's name

B: The dog runs to you

C: You give your dog a cheeseburger

What are the chances of your dog running to you the next time you call their name?

The last time they ran to you when you called their name, they got a cheeseburger! Dude! You are the best human EVER!

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