

I) Marie has Foofoo, her pet poodle on a choke chain walking down the path of righteousness towards the town of Eden. Suddenly Foofoo spots a rabbit and tears off after it leaving the pathway. Within a second or so, Foofoo feels a searing pain from the tightened choke collar, obviously PUNISHMENT. As long as Foofoo continues to chase the rabbit he feels punishment. As soon as he begins to move back towards the path, the leash slackens and the pain on the neck diminishes. Returning to the path of righteousness means a cessation of pain or NEGATIVE REINFORCEMENT. Back on the straight and narrow route towards Eden, Marie says "Good Foofoo" which is POSITIVE REINFORCEMENT. Evil deed followed quickly by punishment, leading to negative reinforcement followed quickly by positive reinforcement is the ideal corrective. [Paul Fitzgerald]

II) Ruthie spends less time on the phone, which gives her more time to do homework because her parents yelled at her.  
Punishment or negative reinforcement??