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Abstract. The matching law may be viewed either as an empirical generalization, and thereby subject to disproof, or as part of a system of equations used to define the utility

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("value") of a reinforcer. In the latter case it is tautologous, and not subject to disproof within the defining context. A failure to obtain matching will most often be a signal that the independent variables have not been properly scaled.

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The matching law: A research review. Hillsdale, NJ: Erlbaum. Herrnstein, R. J. (1961). Relative and absolute strength of responses as a function of frequency of reinforcement. *Journal of the Experimental Analysis of Behaviour*, 4, 267-272. Herrnstein, R. J. (1970). On the law of effect. *Journal of the Experimental Analysis of Behavior*, 13, 243-266.

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For the uninitiated, The Matching Law is a mathematical formula originating from the work of Herrnstein and others from the basic animal laboratory. The law seeks to describe how your responses are allocated across a variety of choices,

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each with a different schedule of reinforcement.

Using the Matching Law in Real Life - Behavioral Science ...

The matching law suggests that when different schedules of reinforcement are available at the same time for different behaviors, individuals will allocate their

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behavior according to the relative rates of reinforcement available for each option (Cooper, Heron, & Heward, 2007; Herrnstein, 1961; Reed & Kaplan, 2011).

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In operant conditioning, the matching law is a quantitative relationship that

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holds between the relative rates of response and the relative rates of reinforcement in concurrent schedules of reinforcement. For example, if two response alternatives A and B are offered to an organism, the ratio of response rates to A and B equals the ratio of reinforcements yielded by each response. This law applies fairly well

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when non-human subjects are exposed to concurrent variable interval schedules; its appli

Matching law - Wikipedia

The principle of the matching law applies really well to this because we make decisions daily based upon the density of reinforcement available to us. The

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matching law is sometimes confused with behavioral contrast, but the biggest difference is matching law requires concurrent schedules of reinforcement for two or more behaviors.

Matching Law - Rogue ABA

Herrnstein's (1961) contribution, known as the matching law, is significant in that

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it marked a shift from focusing on the presence or absence of a single target behavior (e.g., bar pressing) to a study of choice behavior (e.g., pressing bar A versus pressing bar B).

Demonstrations and Applications of the Matching Law in ...

laboratory studies using nonhumans, is

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the “matching law.” The matching law posits that given two concurrently available response alternatives the relative rate of responding equals the relative rate of reinforcement. In other words, suppose there are two response options. Option A provides two times the rate of

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Basketball and the Matching Law

The current paper presents a null hypothesis statistical test to assess if an organism's behavior is sensitive to reinforcement as quantitatively expressed by the matching law.

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The matching law can be outlined in the following equation: $R_a/R_b = r_a/r_b$ R_a/R_b are the rates of responses on the keys (a and b) by the subjects per (time), and r_a/r_b is the rate of reinforcement of keys (a and b) per (time). Thus the pigeons pecked as many times as the reinforcement was delivered.

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