**Chapter 8: How Individuals Adjust Their Behavior to Meet the Demands of the Situation**

**Web Exercise**

Differential Reinforcement

Differential reinforcement can be used to get an individual to perform certain behaviors and not others. The individual is only being reinforced for some of the behaviors and so they will continue to perform those behaviors.

Go to <http://www.behavioradvisor.com/DRO.html>. This website explains how differential reinforcement of other behaviors (DRO) is used in training mentally retarded individuals to perform certain behaviors. Read the section on how DRO is used. Next scroll down and there are some activities and discussion questions to work on using DRO.