**Chapter 10: Life is About Making Choices**

**Web Exercises**

The Matching Law

The matching law states that an individual will match their rate of behavior to the rate of reinforcement.

Go to <http://blog.smartanimaltraining.com/2013/10/14/the-matching-law-key-to-dog-behavior/>. This web page first explains the matching law and then describes how the matching law can be used in dog training. Half way down the page it discusses a few examples of when the matching law should be used with animals.

1. Come up with an example of training your new puppy to go outside to go to the bathroom.
2. Can you think of another instance where an animal can be trained with the matching law?
3. Can you think of a situation where a human could be trained with the matching law?