Effects of novelty on verbal reinforcement effectiveness with retardates.
Altman, Reuben; Talkington, Larry W; Cleland, Charles C.

AB Suggests that the excessive deployment of verbal encouragement with institutionalized retardates may be of diminishing effectiveness due to stimulus satiation. The feasibility of enhancing the effectiveness of verbal reinforcement via a novel mode of reinforcement presentation was studied in an experiment with 38 male 8-16 yr. old educable mentally retarded Ss. Ss receiving novel verbal reinforcement evidenced heightened perceptual-motor performance over Ss receiving traditional verbal reinforcement, and both treatments were superior to a control condition in which Ss were not reinforced.