Similarities of the matching law to other models of conditioning.

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AB The matching law is similar conceptually to a number of conditioning models, for they all assume that there is a fixed or limited amount of response strength, associative strength, or attention. Such a "pie" hypothesis implies that an increase in the strength of one response or stimulus will decrease the strength of the remaining responses or stimuli, since the size of the pie must remain invariant. Some behavioral phenomena are discussed in terms of this allocation principle.