AP PSYCH ✦ LEARNING ✦ WARM-UP

Psych Your Shop

operant conditioning for resale queens

✦ ORDER #0001 ✦

NAME _____

PERIOD _____

DATE _____

thank u for shopping small ♡

Meet @cherrypicked.closet — cute vintage, fast shipping, 5 stars. She's made 214 sales... but only 9 buyers ever came back. 😩 Your job: use B.F. Skinner's operant conditioning to turn one-time buyers into loyal regulars.

CHEAT SHEET Skinner's Fitting Room

	+ ADD something	− REMOVE something
↑ behavior MORE	**Positive Reinforcement** Add something **pleasant** so the behavior happens **more**.	**Negative Reinforcement** Take away something **annoying** so the behavior happens **more**.
↓ behavior LESS	**Positive Punishment** Add something **unpleasant** so the behavior happens **less**.	**Negative Punishment** Take away something **wanted** so the behavior happens **less**.

PRICE TAGS Schedules of Reinforcement

- ○ **Fixed Ratio** — Reward after a **set number** of responses. Fast responding, short pause after each reward.
- ○ **Variable Ratio** (hardest to quit) — Reward after an **unpredictable number** of responses. High, steady rate; most resistant to extinction.
- ○ **Fixed Interval** — Reward for the first response after a **set amount of time**. Burst of activity right before it's due.
- ○ **Variable Interval** — Reward after an **unpredictable amount of time**. Slow, steady "just checking" behavior.

PART 1 Tag It!

label each shop move ↓ (use each once)

positive reinforcement · negative reinforcement · positive punishment · negative punishment · fixed ratio · variable ratio · fixed interval · variable interval

1. Every order ships with a free hair clip and a handwritten thank-you note. _____
2. Punch card in every package: your **5th** order is 20% off. _____
3. "Bundle 3+ items and shipping's on me!" The shipping fee disappears. _____
4. Some lucky orders get a mystery thrifted bonus item. Nobody knows which ones. _____
5. A buyer who doesn't pay gets reported and an "unpaid item" strike on their account. _____
6. New drop every Sunday at 7 p.m. Followers start refreshing at 6:58. _____
7. A buyer who leaves a nasty review gets removed from your early-access "close friends" list. _____
8. Flash sales pop up at random times, so followers check your shop a few times a day. _____

flip it over for part 2 →

PART 2 ✦ OPEN YOUR SHOP

Build Your Brand

...and your buyers' habits

SHOP NAME @ _____ WHAT YOU SELL _____

STEP A Your Retention Plan

My positive reinforcer

What will you **add** to make buyers want to come back?

My negative reinforcer

What hassle will you **remove** to reward buying again?

My schedule

Which schedule will you use, and **why** will it keep them hooked?

STEP B Shaping: From Follower to Regular

Shaping means rewarding **each small step** toward the goal behavior. What reward would you give at each step?

follows your shop → reward:

likes or saves a listing → reward:

first purchase → reward:

loyal regular ♡ reward:

STEP C Extinction Check

You get busy and **stop** sending freebies and deals. What happens to your customers' buying behavior? Which schedule from the front would keep them coming back the **longest** after the rewards stop, and why?

HOT TAKE Cute... or Manipulative?

Fast-fashion apps use these **exact** tricks: spin-the-wheel coupons, countdown timers, random "you won!" rewards. Where's the line between good customer service and manipulation? Does it matter if the shop is selling secondhand instead of fast fashion?