

## The organization of choice behavior

Herrnstein, R.J. (1970). On the law of effect. *Journal of the Experimental Analysis of Behavior*, 13, 243-266.

$$\frac{\text{Response Rate (a)}}{\text{Response Rate (a) + Response Rate (b)}} = \frac{\text{Reinforcement Rate (a)}}{\text{Reinforcement Rate (a) + Reinforcement Rate (b)}}$$

