The 4 Quadrants of Operant Conditioning
AKA How Dogs Learn

Positive Reinforcement R+

ADD something good

Ex: The dog gets a treat for sitting

Negative Reinforcement R-

SUBTRACT something bad

Ex: The dog sits to turn off leash pressure

Positive Punishment P+

ADD something bad

Ex: The dog gets squirted with water when she barks

Negative Punishment P-

SUBTRACT something good

Ex: The owner stops petting the dog when she jumps

Positive does not mean "good", it means the addition of something.

Negative does not mean "bad", it means the removal of something.