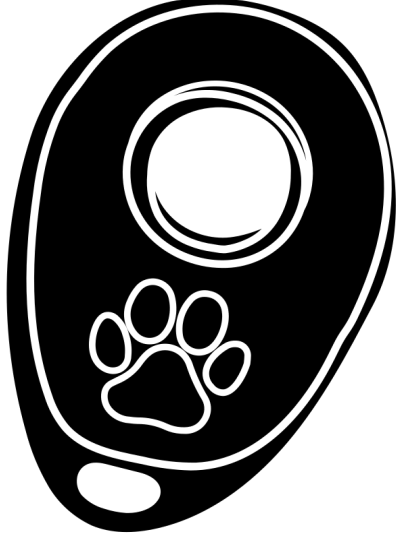
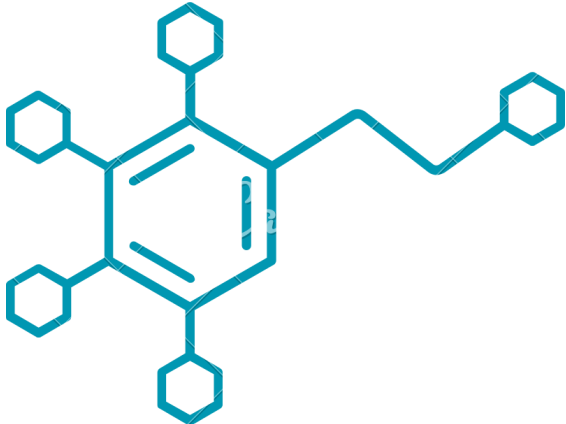
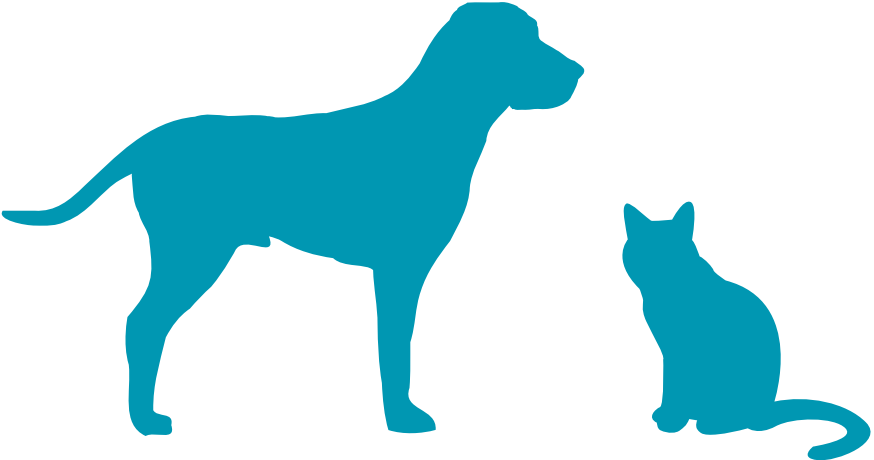


THE SCIENCE OF MARKER TRAINING

<h2>1. What is a mark?</h2>	<h2>2. What gets marked?</h2>
<p>Marks are signals that point out or “mark” precise moments that you want to call your pet’s attention to. A mark is typically auditory (like a click, mouth sound, or word), but can be visual or tactile.</p> <p>Note: marks are a <i>response</i> to what just happened, NOT instructions telling a pet what to do.</p>	<p>There are different types of “precise moments” you may want to call your pet’s attention to. For example A) a behavior your pet chose to perform (such as sitting down), B) a behavior your pet just happened to do (such as looking at a trigger), or C) an event that your pet experienced (such as a doorbell).</p> <p>Note: the mark should occur as close as possible to the behavior/event. Delayed marks will confuse your pet.</p>
<h2>3. Defining the mark</h2>	
<p>A mark tells your pet about what is coming next (aka a “consequence”). It may indicate something unpleasant (like a shock) is coming or, as we will use it, it may indicate something great (like a treat) is coming. To be effective, the mark must have been previously paired with the consequence repeatedly enough that the pet understands the connection between the two.</p>	
	<h2>4. What do marks communicate?</h2> <p>When properly paired, the mark has the same physical and emotional impact on the pet that the consequence would have had, whether or not the consequence occurs. For example, a mark that indicates food is coming can cause your pet to salivate (think: Pavlov) and release pleasure chemicals, like dopamine.</p>
<h2>5. Why do marks work</h2>	
<p>The brain is hardwired to seek out behaviors that release dopamine. In marker training, the click is what released the dopamine. This makes your pet <i>want</i> to perform the behaviors that got clicks (refer back to 2.A and 2.B) or experience the events that were clicked (refer back to 2. c).</p>	