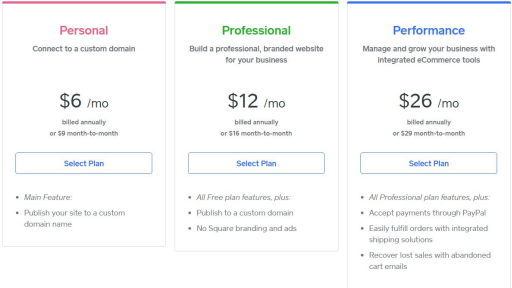


Assignment 4 - Hosted Website Builders

Link: https://trainingtooleducation.weebly.com/	
Item	Information
App name:	Weebly
Link to webpage	https://www.weebly.com/
Price base / addons	
Custom Domain	With a paid plan.
Can you move the site to a standard host?	No
How do clients manage their content?	https://designers.weebly.com/
Is repeating content stored in "collections"?	No
Store	Yes.
Blog	Yes https://www.weebly.com/websites/create-a-blog
Component List ex: calendar, membership, forms, search, galleries, video, etc	Available with a paid plan or available through "app center".
Template Selection	https://www.weebly.com/themes
Layout control	Somewhat limited
Styling Interface	Fairly easy to use
Customization	Fairly easy
Marketing Tools	Weebly Promote - Email Marketing Other marking available in app center
Social Media Integration	Yes
3 rd party app Integrations ex: typekit, mailchimp	Only those available in app center
What is their Support like?	Good, have a community page to ask questions on.
What is their strong suit?	The simplicity of use
Drag & drop	The embed code element can come in handy.
App Center	increases the elements you have available.

Assignment 4 - Hosted Website Builders

Evaluation Area	Write a meaningful discussion.
Why you picked this app	Had previous experience.
Initial Experience	Simple & easy to use.
Learning Curve	Not very much
Working with Editor	Simple to use
Design options - did you have enough?	Yes, for what i have used it for.
Your overall experience	Good
Would you be able to work with a client to plan and create the website content and design the style and use a Hosted CMS to build?	Yes
Other Comments	

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Operant Conditioning (+P, -P, +R, -R)

Four quadrants:

- Positive Punishment
- Negative Punishment
- Positive Reinforcement
- Negative Reinforcement

Terms:

- Positive = To add.
- Negative = To remove.
- Reinforcement = Encourage a behavior.
- Punishment = Discourage a behavior.

Breakdown:

- **Positive Punishment:** Adding something to discourage a behavior.
- **Negative Punishment:** Taking something away to discourage a behavior.
- **Positive Reinforcement:** Adding something to encourage a behavior.
- **Negative Reinforcement:** Taking away something to encourage a behavior.

When people ask questions like “so is this tool positive punishment or negative reinforcement?” it depends on the context of your use.

The quadrants in and of itself are mere arbitrary nomenclature. The tools you use cannot be neatly labeled and put into a corresponding quadrant box. The number of people who don’t think that a head collar can be an aversive tool, or that a reward isn’t always food is surprising.

Even a flat collar can be used as a tool for positive punishment. The tool itself is neutral, just like the quadrants. It is how you apply them that determines whether it is positive punishment or something else.

Quadrants in practice:

- **Positive Punishment:** (Adding something to discourage a behavior.) If my dog is pulling on her leash and I apply a force to move her backward, I am using positive punishment. If my dog barks at birds and I “zap” her with an e-collar, or spray her with a garden hose, I am using positive punishment. If I have a prong collar on my dog’s neck and it applies pressure to her when she pulls, I am using positive punishment.
- **Negative Reinforcement:** (Taking away something to encourage a behavior.) If I have prong collar on my dog’s neck and it is applying pressure to her, because she is pulling, and she stops pulling and the pressure is removed, I am using negative reinforcement. Yes, that means that in one single training moment, the prong collar is being used by two quadrants. If I want my dog to sit, and I “zap” her with an e-collar until she sits, I am using negative reinforcement.
- **Positive Reinforcement:** (Adding something to encourage a behavior.) Now here is an example, where most R+ trainers lose their minds. If I tell my dog to sit, and she does not move fast enough, and I “zap” her with the e-collar once to spurn her on, I am using positive reinforcement. Why? I am adding something (the stim) to create or encourage a behavior (the sit). Here is something I want to stress and I cannot stress it enough: Positive Reinforcement does not equal force free. Use of an aversive can be positive punishment or positive reinforcement or negative reinforcement all at the same time, depending on how you are using it. Aversives are a whole different terminological league.
- **Negative Punishment:** (Taking away something to discourage a behavior.) An example of this is if I am playing with my dog and she is being too rough, so I leave the room or stop playing with her until she plays nice. Every time she plays too rough, I stop, until she eventually stops being so rough. Another example is if I am teaching her to not pull. She wants to keep walking because she wants to sniff that very cool looking butterfly, but I stop walking because she is pulling and I want her to knock it off. In this moment, she wants nothing more than to keep walking, and I am punishing her by not allowing the walk to continue. Once she stops pulling, we keep walking, which is her reward (positive reinforcement).

The quadrants are not meant to describe a training style, but to explain the four basic ways we can influence canine behavior during training. +R training has become an accepted term to describe non-aversive trainers, and many popular and famous dog trainers use it in that way, but it’s technically inaccurate. Positive does not mean “good” in the colloquial sense. It simply means “to add”. And even a “positive” tool can be an aversive, depending on the dog.

On a final note, no training is ever “purely positive” in a (admittedly extremely) technical sense. We all use negative punishment at some point or another, and that is okay. In terms of dog training terminology, negative is a completely arbitrary word used to describe a course of action.

It is important to understand the quadrants in their entirety, but don’t spend so much time worrying about whether you’re being a positive enough trainer that you neglect perfectly valid training methods to help your dog, or even condemn a method entirely simply because it has the word “negative” or “punishment” in it.

	Punishment (decreasing behavior)	Reinforcement (increasing behavior)
Positive (adding)	adding something to decrease behavior	adding something to decrease behavior

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Prong Collars

The prong, or pinch, collar was first patented by Herm Sprenger in the late 1800s, and the design has evolved over the decades with improved knowledge, experience, and materials. It should be noted that Herm Sprenger (*not* "Springer") are one of only a very small handful of prong collar manufacturers that reputable trainers recommend, and arguably the best.

The collar itself:

The individual prongs themselves are angled in and blunt at the ends, NEVER sharp. They are not designed to stab like a needle, or injure the dog. Due to the mechanical design, pressure is distributed evenly around the neck, and this pressure is felt far more readily than that of a choke/check chain, or flat collar. Ergo, less pressure is required to be used by the handler. This is particularly useful for handlers who have strength or mobility issues, or who have very large dogs. Also important to observe is that there is a martingale chain that connects each side of the collar, which prevents the collar from tightening excessively or dangerously, as can happen with a choke or check chain that is not used appropriately.

The mechanics of the collar, as explained by a mechanical engineer:

F = force applied by the handler.

FA, FB, FC etc = force applied on dog's neck. The tip exerts the force in the opposite direction of pull. This is because of the lever effect created by the fulcrum (shown in the red circle).

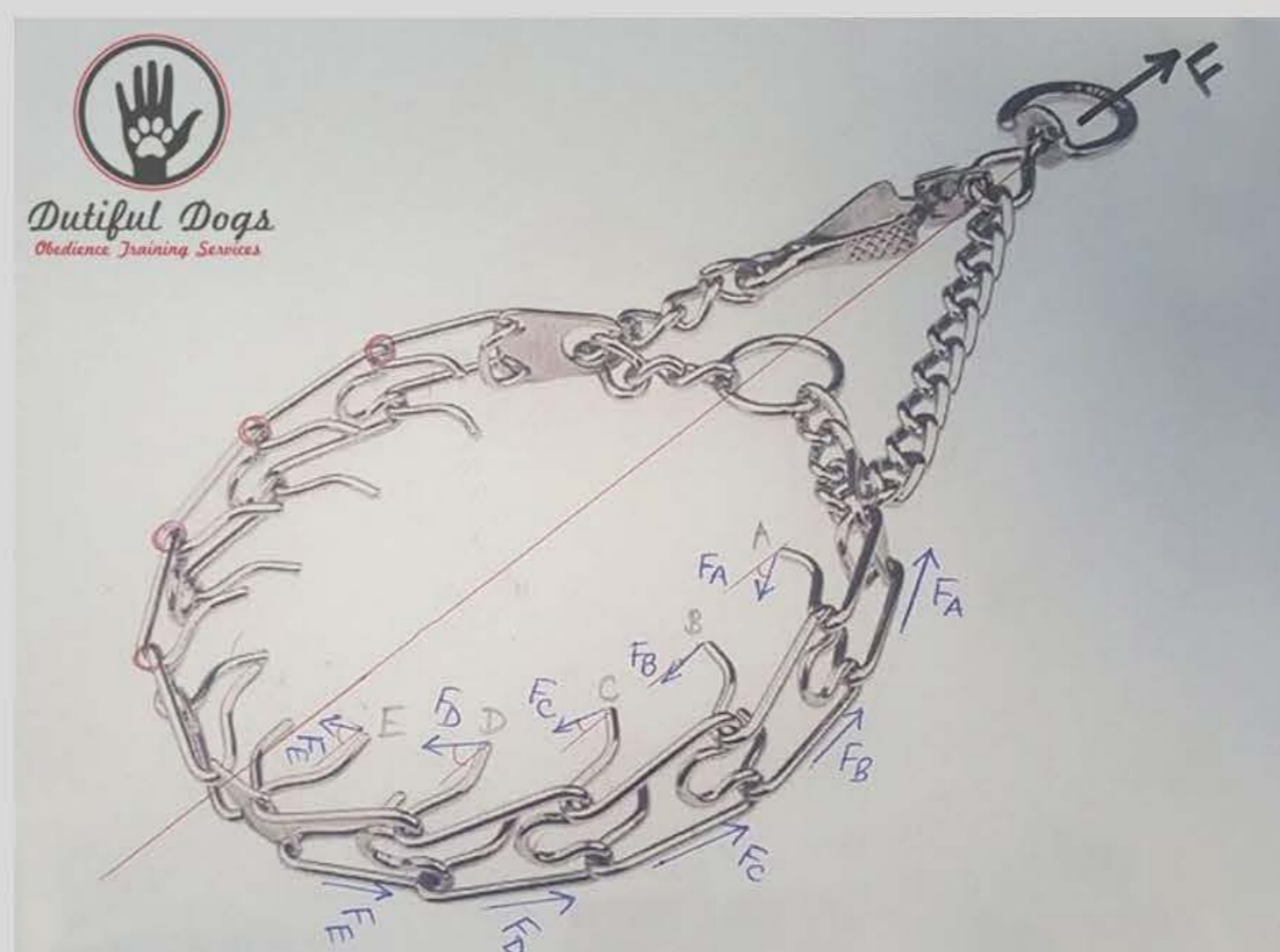
Now the important part: anatomy, not physics.

A dog's neck is sensitive at the throat and strong at the side and back. FE is the force applied at the neck and FB & FC are the force applied on the side of the neck.

Now $FA = F \cos(\text{angle made by } FA \text{ and } F)$; similarly, FB, FC etc. If you look at a trigonometry book, the greater the angle between F and the direction of resultant force (FA, FB etc), the lesser is the force. So you can see the force on the neck/throat is almost zero. And the force on the side of neck is almost equal to what you apply.

Please do bear in mind that this post is about the science behind the prong collar - not your *feelings*. If you don't like this particular tool, it's pretty simple: don't use it. But also bear in mind that, if you haven't ever used it, then your opinion of it is based on nothing more than emotion and/or hearsay. If you are triggered by this post, ask yourself why - based on *fact* :-)

And finally, always please remember: TOOLS DON'T TRAIN DOGS; TRAINING TRAINS DOGS!



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Martingale Collars

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Martingale collars are a type of dog collar that provides more control than a typical flat collar, and prevent dogs from backing or slipping out. They look similar to a flat collar, but about 1/3 of the length of the collar is actually a smaller loop of fabric with a D-ring attached. On some martingale collars, the smaller loop is made from chain instead of fabric. The collar works by constricting when the dog pulls on the leash. Tension on the leash causes the smaller loop to tighten, which in turn pulls the larger loop tighter—but not too tight! Martingale collars are adjustable, and should not tighten past the width of the dog's neck. They offer comfortable security without harming your dog.

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Limited Slip Collars

ABOUT

Limited Slip Collars are similar to a Martingale collar just a little lighter. It is perfect for preventing your dog from escaping and choking when pulling on a leash! Once adjusted properly, the collar will slide right over your dog's head. When a leash is attached, the collar will snug up on the dog, preventing them from escaping without choking. This collar is recommended for training. To use as a standard no choke collar while walking attached your leashes snap hook to the other d-rings.

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E-collars

Are you having a tough time training your dog? There are many reasons why dog owners start to use an e-collar as part of the training process. If your dog is always barking, chewing on your sofa, running away and just overall putting you on edge, an e-collar may help you train your pup to behave. Make training an old, or new, dog how to behave with a little help from an e-collar. If you've been considering getting an e-collar for your dog, here are the top five reasons to use an e-collar.

TEACH YOUR DOG YARD BOUNDARIESOne of the major reasons to use an e-collar is that it helps train your dog to stay in your yard. As a dog owner, one of the scariest ideas is your dog running away from home, this makes training them to stay in your yard an essential part of dog training. Before e-collars came into the picture, it may take years or even months before your canine would stay within their boundaries.

A remote collar is the best way to transition your dog to go off-leash throughout the yard. An e-collar allows you to let your canine roam nearby, so you don't have to worry about them running away. Within a few short weeks of training, you can give your canine the joy of freedom off-leash and feel confident of them not wandering off.

BETTER WAY OF COMMUNICATING COMMANDSThis type of training collar is a fantastic communication device that provides off-leash freedom for your dog. Remote training collars allow you to better communicate commands without you having to raise your voice. Your canine will get clear feedback from you with an e-collar. With good communication from this device, your training sessions will be much less time-consuming.

TRAIN YOUR DOG NOT TO BARKIf happens to the best of "good boys" and "good girls," the mailman shows up, and your dog turns into a yapping terror. Another reason to use an e-collar is to give your dog negative reinforcement for barking. Introducing your dog to an e-collar will help reinforce the no-barking policy in your home or apartment.

LESS STRESSFUL DOG TRAINING WITH E-COLLARGood results happen much faster when your dog is wearing an e-collar. Stress and frustration levels as a dog owner become much less because your dog's behavioral problems will start to go away. With a remote collar, you won't have to worry about sacrificing weeks and months of training to see slight changes in behavior. Dog trainers and pet owners see plenty of positives after just a few remote collar training sessions.

PREVENT YOUR DOG FROM JUMPINGIf your canine is acting out of control and continues to jump on guests that are entering your home, that is another reason to consider getting an e-collar for your dog. Training collars should not be by any means a way of punishing, but to teach them not to get overly excited when anyone enters your residence.

REMEMBER TO USE AN E-COLLAR RESPONSIBLYAs long as your dog is appropriately conditioned and taught to understand and know what the stimulation means from the e-collar, they won't go into a panic everytime they see it. If you haven't yet introduced your dog to an e-collar and they might act a little timid and hesitant at first. Attach the remote training collar for a few minutes and reward them, so they don't feel like it's a means of punishment everytime the collar is on.

TOP REASONS TO USE AN E-COLLARA well-trained pup is truly man's best friend. Teach your dog to behave appropriately in all scenarios with a little help from an e-collar. Some of the top reasons to consider using an e-collar include:

- Improved Communication with Your Dog
- A Faster Way to Train Commands
- Teaching Your Dog Not to Bark
- A Less Stressful Way of Dog Training
- Discouraging Your Dog from Jumping



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Flat Collars

This is the standard collar for dogs. It has a buckle or plastic snap ("quick-release") closure and a ring for attaching identification tags and leash and is available in many colors and designs. A flat collar should fit comfortably tight on your dog's neck. It should not be so tight as to choke your dog nor so loose that they can slip out of it. The rule of thumb says you should be able to get two fingers underneath the collar.



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Slip Collars

How to measure for a good fit: Measure around your dog's head and add 2-3 inches

Ex: Head Measurement= 13(+3) inches Collar size= 16 inches.

Ex: Head Measurement= 14(+2) inches Collar size= 16 inches.

As the name suggests, slip leads and collars simply slip over your dog's neck. They are excellent training tools to help your dog learn to behave while walking on a leash.

Slip collars don't have a traditional buckle closure. They are designed as a loop. One end of the collar is strung through the ring on the other end. The [leash of your choice](#) can then be easily attached. If you're using a slip lead, the collar and leash are combined, so no extra lead is required. With both a slip collar and lead, all it takes to correct your dog's behavior is a slight tug of the leash. The slip collar will tighten, applying pressure to the dog's neck as he or she tries to pull or strain against the leash. It allows for a method of aversion training designed to teach the dog that his or her behavior is not acceptable.

The pressure from the slip lead or collar becoming more snug makes the dog uncomfortable but doesn't cause any harm. This pressure discourages the dog from pulling on the leash. With enough consistent training, your dog will learn to walk calmly beside you.

Slip collars and leads are quick, effective, and comfortable devices for training and everyday casual use.



Head Collars

I can't even begin to tell you how much I hate head halters. It boggles my mind that so many trainers call prong collars cruel, and have clients strap these devices on their dogs—and then call it positive training.

I'm talking, of course about Gentle Leaders and Haltis. There are a couple of design differences between the two, but they're essentially the same thing. In this article, I am going to focus on Gentle Leaders for one highly personal reason: their advertising is so misleading and deceptive that they've suckered people into thinking they're "humane." It bugs me.

A digression into the subject of pulling.

The head harness manufacturers will tell you that head halters are a good training tool, but the fact is that the vast majority of people use them to manage their dogs' pulling. The thing you need to understand is that dogs like to pull. It is a very rewarding activity.

There seems to be a trajectory when it comes to managing pulling. People worry that the dog will damage its neck when pulling on a flat collar. They've been told prong collars are cruel, so they stick the dog in a harness.

Harnesses distribute pulling weight over more body area, which makes it easier for a dog to pull. There's a reason sled dogs wear them. So if that doesn't work, people try a front clip harness, which swivels the dog's weight around when it pulls. (I hate those too, because they can cause skeletal damage around the shoulder area—when they actually work. Plus, [harnesses have their own set of issues.](#))

And when harnesses don't work, people are assured by Gentle Leader advertising that this product is a humane, positive method of training your dog not to pull.

The only thing "positive" about a Gentle Leader is that you use clickers and food to bribe the dog to let you put it on. They hate it. **Gentle Leader or medieval torture device?**

What is more cruel—a prong collar or a Gentle Leader? A lot of people will point to the prong collar, mainly because they aren't educated in how they work. And after all, a Gentle Leader is gentle.

But don't let the soft straps and cheerful colors fool you. Head halters are far more aversive than a prong collar. I've heard people say, "But it works!" My response is yes, it works. But you have to ask yourself WHY it works.

Here's how Gentle Leader explains it in its training manual:

The Gentle Leader® does not choke your dog. It is scientifically designed to direct your dog's entire body by controlling his head and nose. And wherever his nose goes, his body must surely follow! The Gentle Leader® dissuades your dog from pulling on the lead by transferring the pressure of his efforts to the back of his neck via the neckstrap, while the pressure of the noseloop communicates your reassuring control. Your dog's instinctive resistance to these redirected pressures causes him to stop pulling to relieve the pressure at the back of the head and to relax and walk easily by your side.

Once you get past the feel-good wording, this is what it's saying:

The Gentle Leader pivots the entire weight of a pulling dog on its nose. The pressure of that weight forces the dog's head to turn. It's called torque and it hurts.

Also, the company says that there's pressure transferred to the back of the neck, but a simple look at where the lead attaches demonstrates this isn't true. It's all on the nose.

Imagine a 50-pound dog running forward, hitting the end of a leash and having its neck snapped around. We're talking serious damage. Even on a slower walk, hitting the end of the leash is painful.

So yes, it works. Dogs don't pull because they know that it will hurt like the dickens if they do. Gentle Leader calls it "power steering." The handler doesn't have to do anything because the halter does it for them.

(Do you see why I hate this company so much? It preys on people and their fears of being bad dog owners. People read this and are deceived into thinking that it's a more "humane" choice than training with a prong collar which, let's just get the facts straight, does *not* choke a dog.)

Dogs hate Gentle Leaders.

Not convinced? Consider this: Dogs hate Gentle Leaders so much that you have to condition them to accept just putting one on.

The Gentle Leader training guide glosses over this fact a bit (no surprise), a void that has been filled with youtube tutorials.

These are all positive trainers going through convoluted "conditioning" and "reinforcing" processes that involve food to get their dogs used to the head harness. Do a search, you'll see if for yourself. (If you do, take a look at the body language of these dogs. Many of those who are truly conditioned to accept it are obviously not happy.)

And then there's the following gem, excerpted from a [guide](#) written by a positive training company. This sums up just how aversive Gentle Leaders are to dogs. The bolding is mine.

Acclimating your dog to the Gentle Leader

*It's very important that you **acclimate your dog slowly to the Gentle Leader**. The neck strap is a pressure point that reminds your dog of the pressure the mother dog puts on the back of the neck when she picks up the puppies in the litter. The **nose strap reminds your dog of the Alpha dog** as it's similar to the pressure a higher ranking dog may use as a correction. Therefore, **when your dog first experiences the Gentle Leader, he may think the mother dog and Alpha dog are sitting on his head!** As long as you associate really positive things with the Gentle Leader, and **never take it off when you're dog is struggling**, he or she will begin to enjoy having it on as it means walks and treats.*

*Always put the Gentle Leader on with a leash attached. **If your dog fights it immediately when you put it on, GENTLY lift up on the leash at a constant rate towards the sky until your dog settles down and stops struggling.** As soon as your dog relaxes, immediately loosen the gentle pressure on the leash so there is a 'J' in the leash, and praise and treat. Please **DO NOT** tug, jerk, or pull on the leash like you would with a choke chain correction. When lifting up on the leash, you only want to apply gentle pressure to the head collar so your dog will '**give in**'.*

*In the beginning, put the collar on your dog several times a day for 2-3 minutes, give him treats, throw a toy, feed him, etc while he has it on. At the end of the 3 minutes, if he is not struggling, take the Gentle Leader off. **Never take it off if your dog is struggling, because that is a reward for struggling.** Gradually increase the amount of time he wears it in the house, and then **begin putting it on at the end of your walks when he is tired.** Increase the amount of time he wears it towards the end of the walk until you are actually putting it on in the beginning. **If your dog tries to rub his nose on your leg, or sweep his head through the grass, don't let him.** Lift up on the leash as stated above, and then loosen the leash and praise when he stops. Above all, make the time he has the Gentle Leader on FUN!*

We can translate this pretty succinctly:

Your dog will resist when you put on the Gentle Leader because he will think he is being chastised and dominated. Do it anyway. Use food as a bribe. Ignore signs of distress. Eventually, your dog will give in.

Whether they give in is also debatable. A huge percentage of dogs will always fight them.

A proper fit is uncomfortable.

I have a lot of people show up with Gentle Leaders and Haltis on their dogs. I will never forget one particular dog. The bone underneath the head halter was shot. I mean, literally shot; his muzzle was almost concave because of the sheer pressure on his nose over an extended period of time. This was an extreme case, but I also see many other dogs with no fur on their faces because they try to rub them off. Some of these dogs have been wearing these for years, and they're still trying to get them off. I tell you all this because there are a lot of Gentle Leader and Halti fails out there. When you bring them up, the inevitable response is that it wasn't fitted correctly.

Maybe, maybe not. The company says:

Even though the Gentle Leader® fits much more snugly than other collars you will notice that your dog is still comfortable, able to pant easily & shows no signs of distress or discomfort.

And yet this is a demonstration of what the proper fit looks like. Enough said.

<https://www.youtube.com/watch?v=HdBvK43TrrE>

Where's the positivity?

Call me crazy, but I don't understand how it is humane to use a tool that yanks a dog's head around with more force than anyone could ever do with a prong collar. And I fail to see how it is positive to force a dog to wear something that it finds painfully repugnant.

This, my friends, is where the cognitive dissonance begins. The people pushing head halters are the [so-called positive people](#).

Please someone, explain to me the level of denial that exists here. How do they reconcile this? Do they stick their fingers in their ears singing LA LA LA while frolicking among positive rainbows and unicorns?

And someone please tell me—how on earth do these people justify demonizing prong collars and then sticking these head cages on dogs?

It's absurd. It's so absurd that it's laughable. Or at least, it would be laughable if we weren't so busy fixing the damage caused by these people.

Train or manage—it's a choice.

Remember when I said that that pulling is a rewarding activity for a dog? Here's the thing: there are two ways to deal with pulling (and pretty much everything else too). You can either train the behavior you want, or you can manage the behavior you don't want.

I prefer to train the behavior that I want. Head halters aren't the way to do that. They just manage the behavior. And they do it through pain.

Source: <https://www.nitrocanine.com/blog/2015/02/10/the-head-halter-torture-pain-and-nonsense-explained/>



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Back-Clip Harnesses

On the back-clip harness, the ring that the leash clips onto is located on the top of the dog's back. Back-clip harnesses are the most agreeable type of walking equipment for many dogs to adjust to. The harnesses are especially useful for small dogs with delicate throats easily damaged by collars. Back-clip harnesses are for calm dogs trained not to pull on the leash, as the design does little to discourage pulling. When back-clip harnesses are used with an untrained dog who likes to pull, they create a sled-pulling action, with the owner dragged along in place of the sled.



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head collars

back-clip harnesses

front-clip harnesses

e-collars

flat collars

slip collars

head collars

back-clip harnesses

front-clip harnesses

ranking

Front-Clip Harnesses

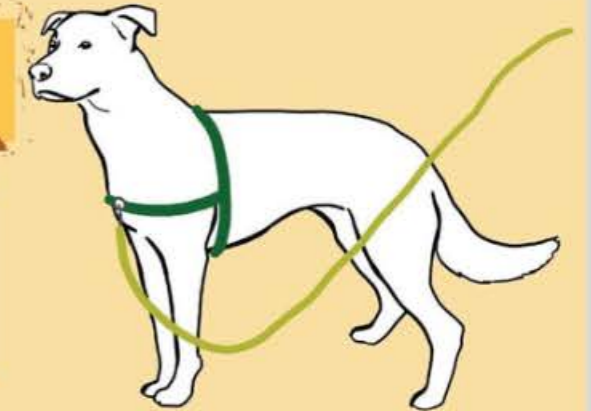
Front-clip harnesses may put too much pressure on the throat region when the dog pulls on the leash, Nelson says. A harness does not, by definition, decrease pulling unless it is specifically designed to address the problem.

Front-clip harnesses, on the other hand, can affect a dog's natural **gait** and hinder shoulder movement. Nelson says these particular harnesses are not a good choice for dogs who engage in athletic activities.



ANTI-PULL FRONT-CLIP HARNESS

Description: A T-shaped harness. One strip goes over the dog's chest, the other right behind his front legs. The leash is clipped to the front of the harness.



Why it works: when the dog pulls, the leash pulls the harness to the side and the dog loses balance. The harness also presses on the dog's shoulders which restricts his movement, makes him unable to move normally and therefore makes him walk slower.

Consequences of use: trouble with movement; limping; pain in the back and muscles. Especially dangerous when used on young dogs as it causes abnormal muscle development and the possibility of permanent muscle damage.














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DOG-FRIENDLY ANTI-PULL EQUIPMENT DOES NOT EXIST!

- operant conditioning
- prong collars
- martingale collars
- limited slip collars
- e-collars
- flat collars
- slip collars
- head collars
- back-clip harnesses
- front-clip harnesses
- ranking

Ranking

Likelihood of Trachea/Neck damage from Collars	
(Least) 1	Prong Collars 
2	Martingale Collars 
3	E-Collars 
4	Limited Slip Collars 
5	Head Collars 
6	Flat Collars 
7 (Most)	Slip Collars 

Likelihood of damage from Harnesses	
(Least) 1	Y Front Back-Clip Harness 
2	Y Front Front-Clip Harness 
3	Straight Front Back-Clip Harness 
4 (Most)	Straight Front Front-Clip Harness 

Dog gear (Personal order of use)		
Level 1	Martingale Collars 	
Level 2	Head Collars 	Prong Collars 
Level 3	Slip Collars 	Remote Collars 
Level 4	Flat Collars 	Back Clip Harnesses 
*Levels 2 & 3 can be used in any order		
Front Clip Harnesses (Never to be used) 