



How People Rationalize Shock Collar Use

Rationalization echo # 7

“Shock collars are necessary for tougher breeds.”

Is it a dog’s size, strength, wilfulness or drive that earns them the label ‘tough’ and by extension left open to harsher training techniques? Larger dogs can withstand more brute force than smaller dogs but what has that to do with their ability to learn. A Shepherd or Rottweiler can learn just as readily as a Yorkie or Dachshund. It’s easier to manhandle a small dog if the goal is to dominate but if teaching is the goal learning theory tells us rewards work best. Learning institutions don’t use pain to teach taller, heavier or stronger kids while using praise and rewards for the rest. Such a concept has no basis in science or common sense. When an animal is mislabelled as stubborn or rebellious the incompetent respond the only way they know how, with force, pain and intimidation.