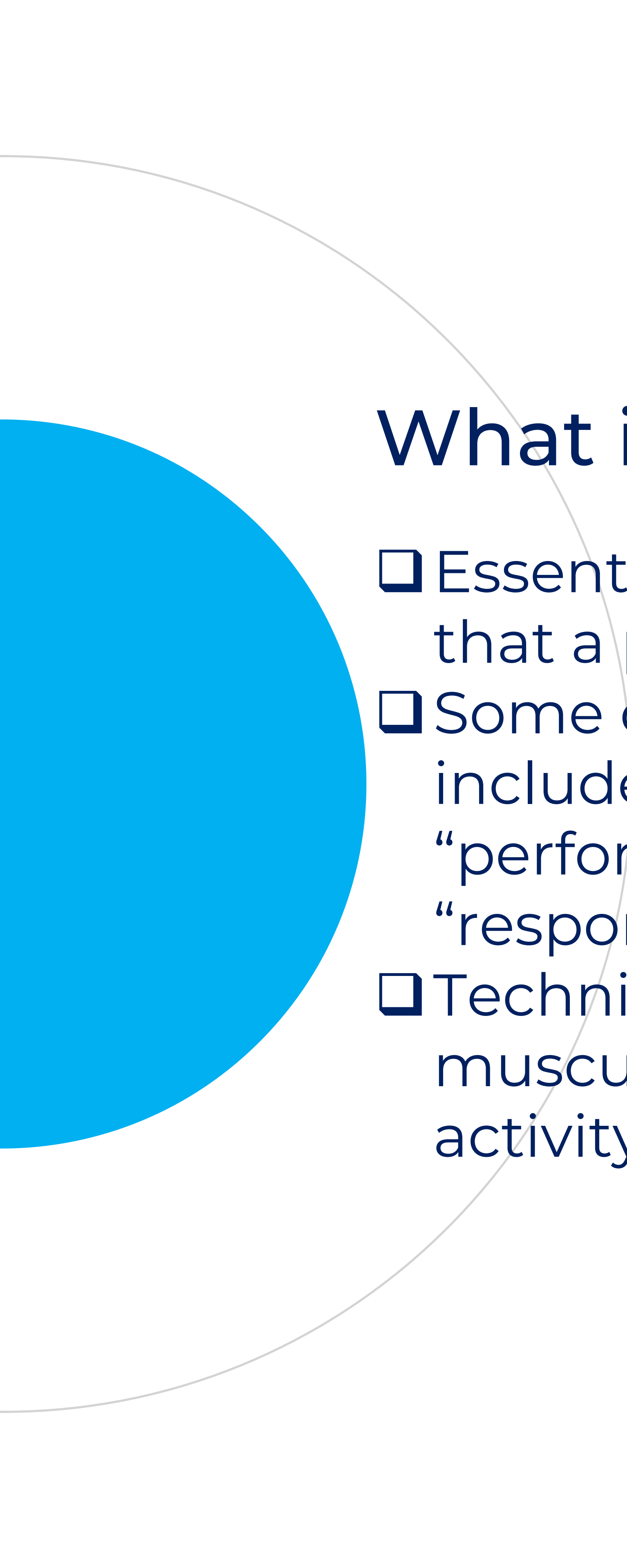


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BEHAVIOR MODIFICATION

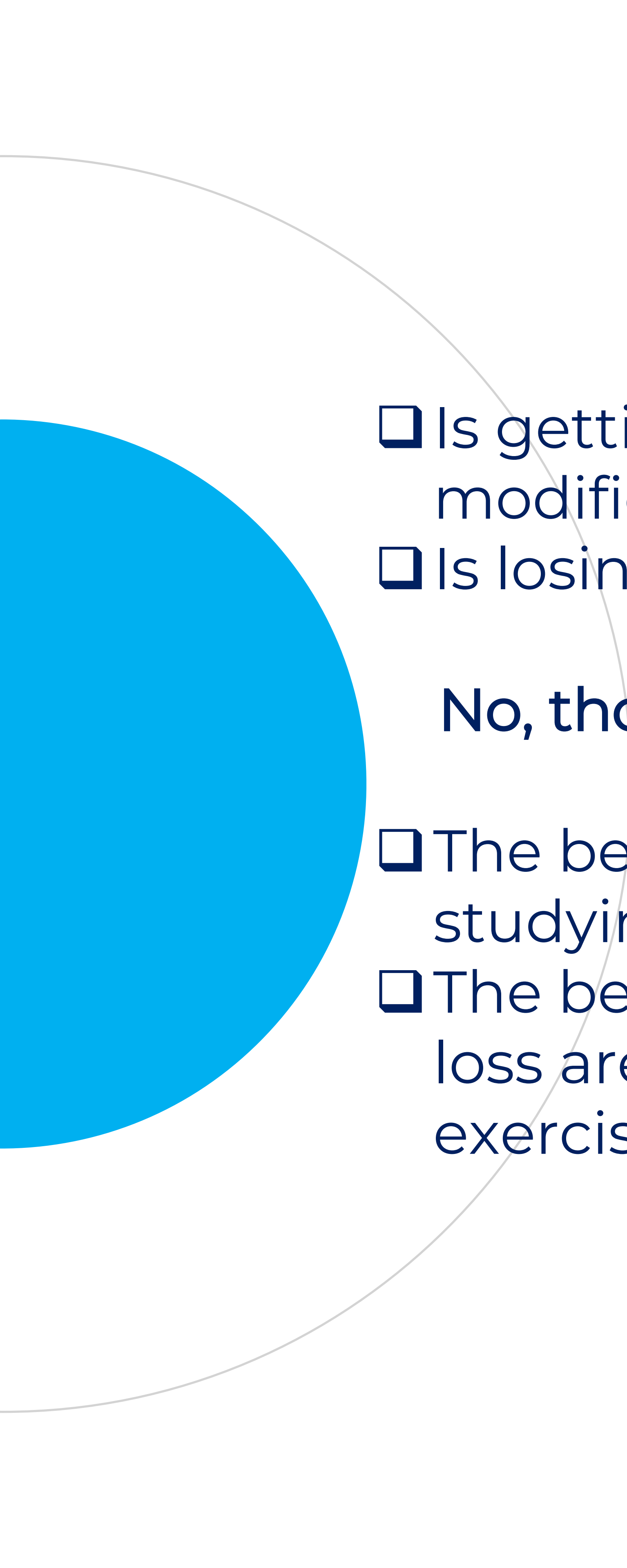
What It Is and How to Do It



What is behavior?

- ❑ Essentially, behavior is anything that a person says or does.
- ❑ Some commonly used synonyms include “activity,” “action,” “performance,” “responding,” “response,” and “reaction.”
- ❑ Technically, behavior is any muscular, glandular, or electrical activity of an organism.

- 
- ☐ Is the color of someone's eyes behavior?
 - ☐ Is blinking behavior?
 - ☐ Are the clothes someone is wearing behavior?
 - ☐ Is dressing behavior?

- 
- ❑ Is getting an A in behavior modification course behavior?
 - ❑ Is losing 10 pounds behavior?

No, those are *products of behavior*

- ❑ The behavior that produces an “A” is studying effectively.
- ❑ The behavior that lead to weight loss are resisting overeating and exercising more.



Overt Behaviors

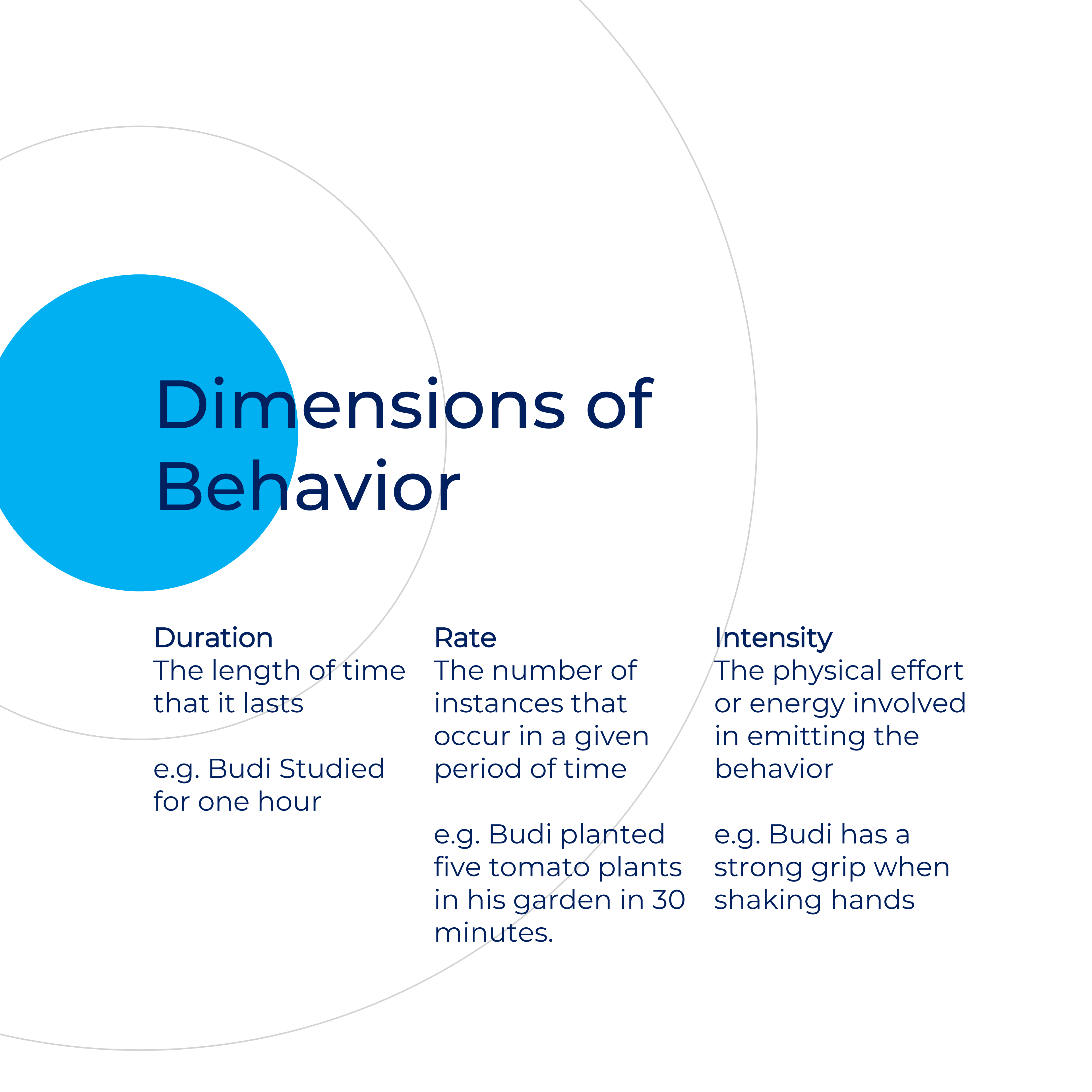
Behavior that can be observed by others

Covert Behaviors

Behavior that cannot be observed by others

In the field of behavior modification, *covert behaviors* do **not** typically refer to behaviors done in private, such as undressing in one's bedroom with the door locked and the blinds closed. Nor do they usually refer to secretive actions, such as cheating on an exam.

In behavior modification they more commonly refer to activities that occur “within one's skin” and that therefore require special instruments or procedures for others to observe.



Dimensions of Behavior

Duration

The length of time that it lasts

e.g. Budi Studied for one hour

Rate

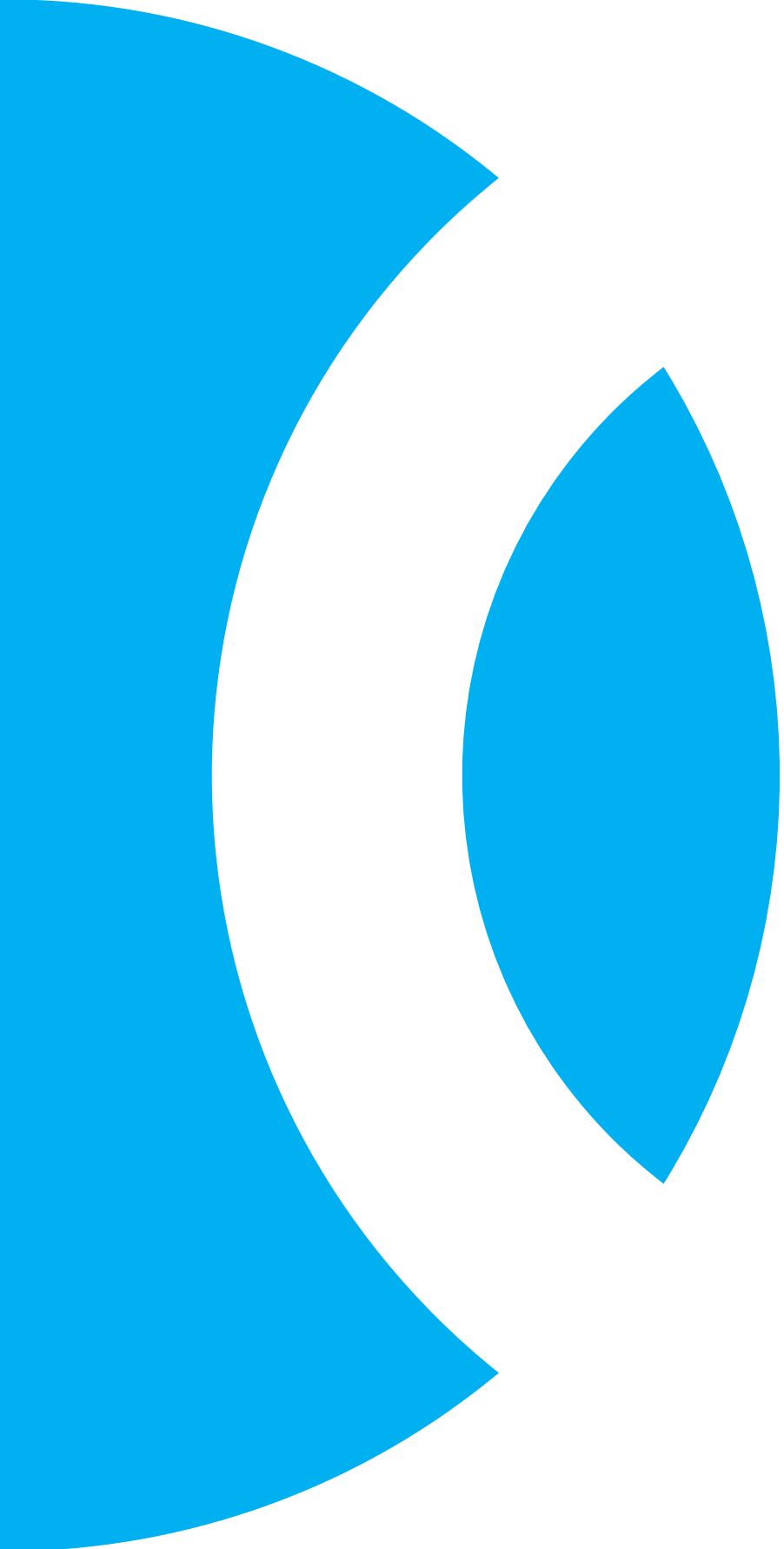
The number of instances that occur in a given period of time

e.g. Budi planted five tomato plants in his garden in 30 minutes.

Intensity

The physical effort or energy involved in emitting the behavior

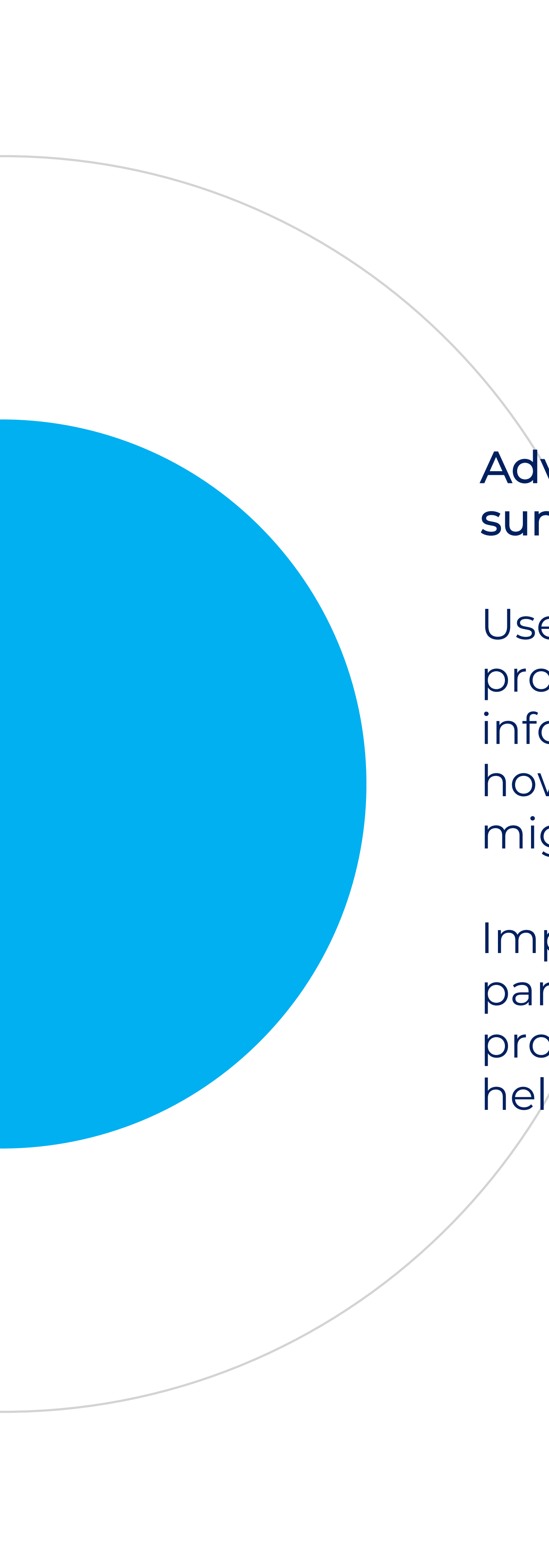
e.g. Budi has a strong grip when shaking hands



“honest” “carefree” “hardworking”
“unreliable” “independent” “selfish”
“incompetent” “kind” “graceful”
“unsociable” “nervous” “intelligent”
“creativity”

Summary Labels for Behavior

Summary labels commonly used to refer to psychological problems include autism spectrum disorder, attention deficit/hyperactive disorder, anxiety, depression, low self-esteem, road rage, interpersonal difficulties, and sexual dysfunction.



Advantages of using summary labels

Useful for quickly providing general information about how an individual might perform.

Imply that a particular treatment program will be helpful.

Disadvantages of using summary labels

Lead to pseudo explanations of behavior (pseudo meaning false).

can negatively affect the way an individual might be treated.



Behavioral Deficits

Too little behavior of
a particular type

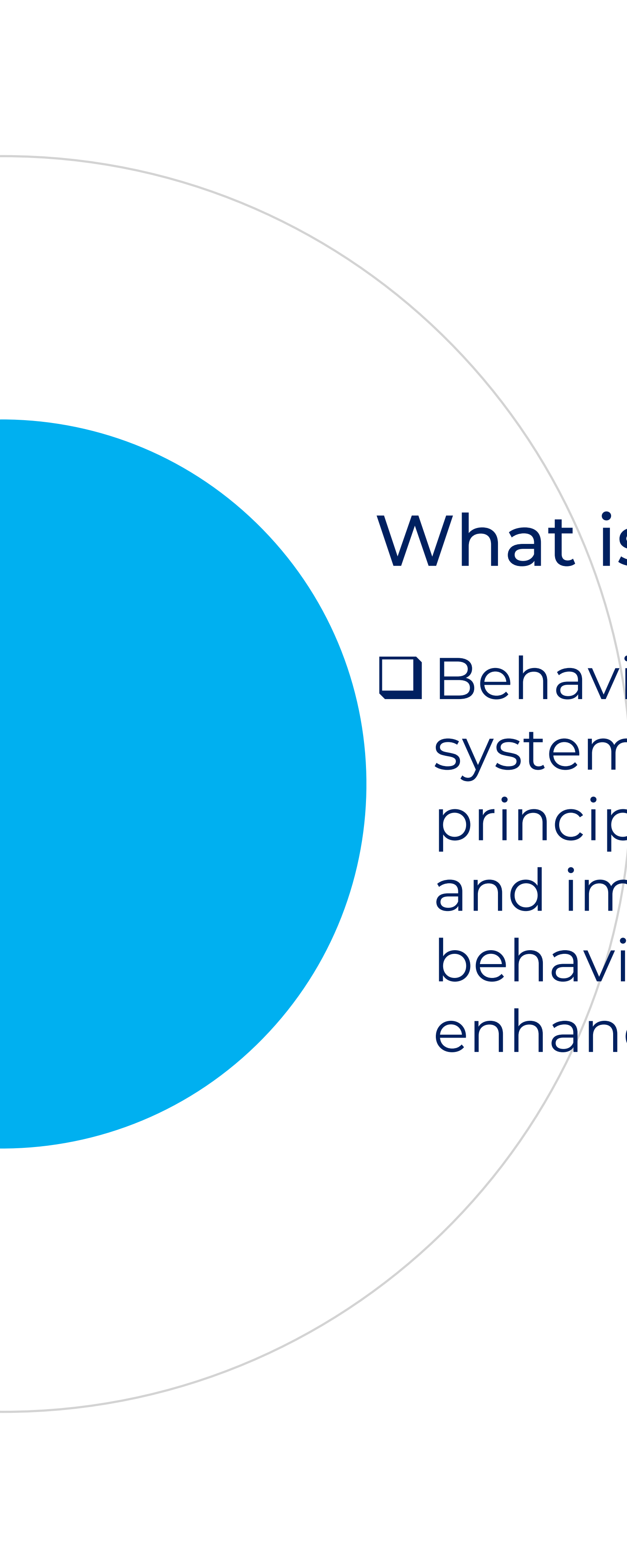
Behavioral excesses

Too much behavior
of a particular type

In behavior modification we prefer to use terms behavioral deficits and behavioral excesses instead of summary labels for behavior.

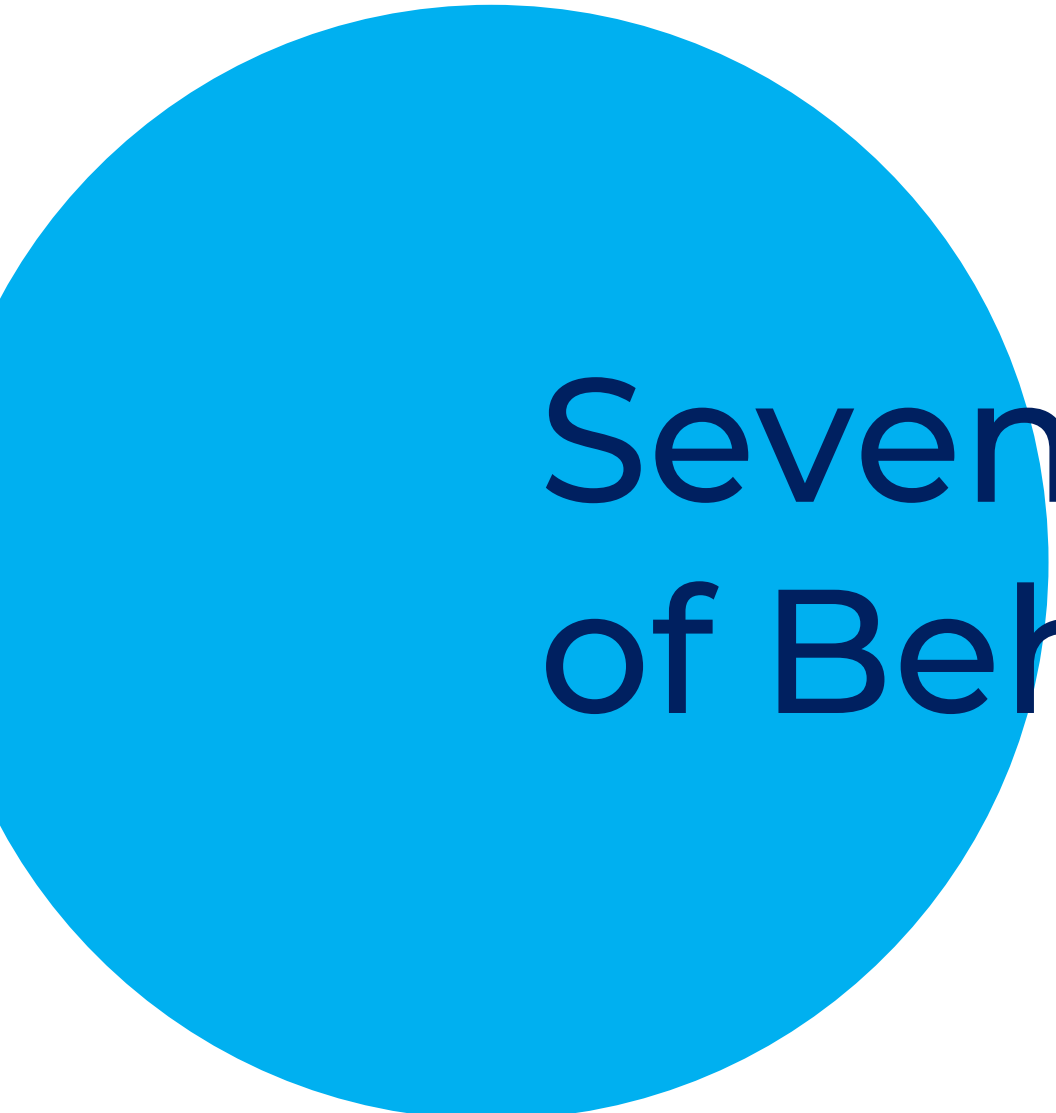
We do so for several reasons

1. To avoid disadvantages of using summary labels of behavior
2. Regardless of the labels attached to an individual, it is behavior that causes concern—and behavior that must be treated to alleviate the problem.
3. Specific procedures are now available that can be used to improve behavior in schools, in workplaces, in home settings.



What is Behavior Modification?

- ❑ Behavior modification involves the systematic application of learning principles and techniques to assess and improve the overt and covert behaviors of individuals in order to enhance their daily functioning.

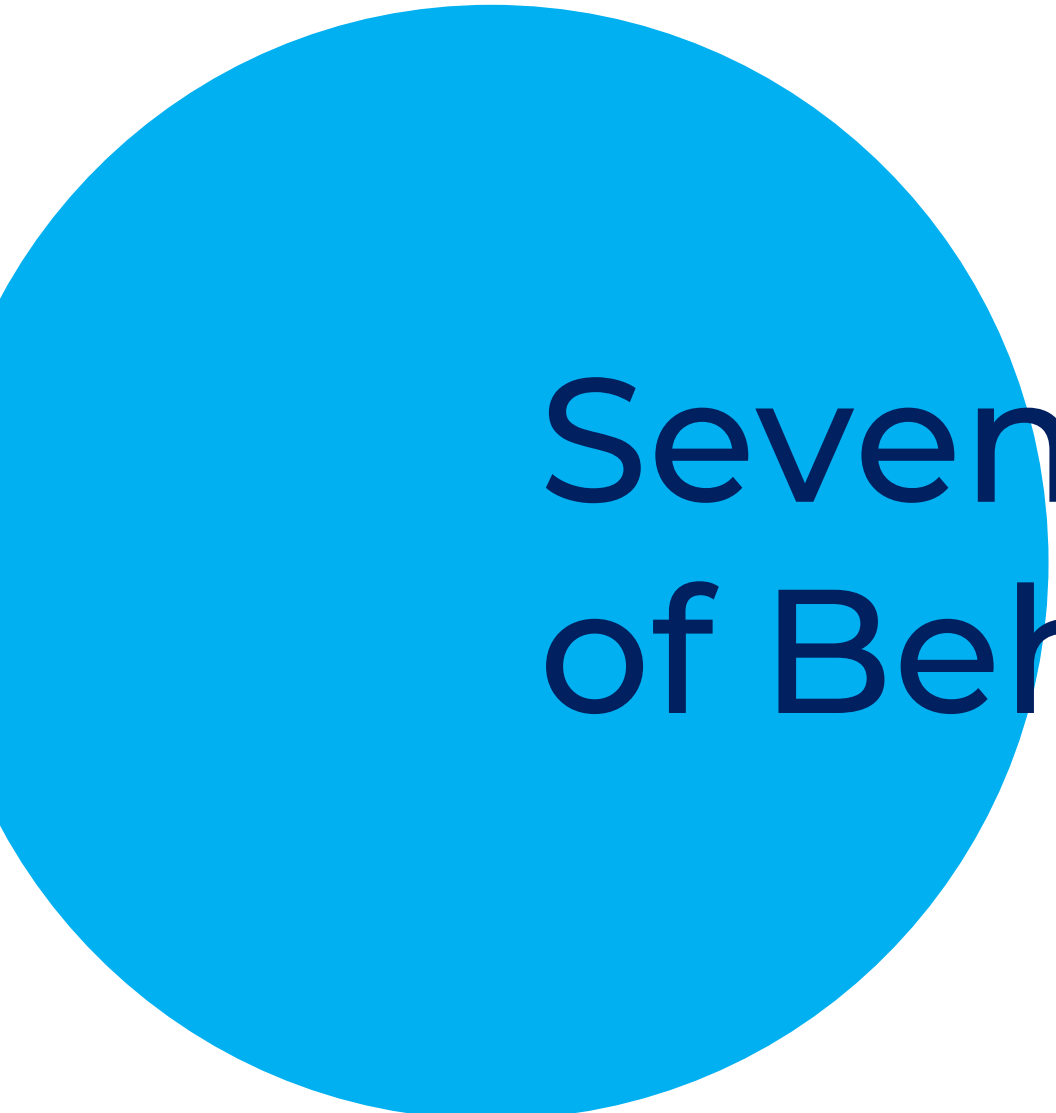


Seven Main Characteristics of Behavior Modification

1. Strong emphasis on defining problems in terms of behavior that can be measured in some way and using changes in the behavioral measure of the problem as the best indicator of the extent to which the problem is being helped

2. Treatment procedures and techniques are ways of altering an individual's current environment

3. Methods and rationales can be described precisely.

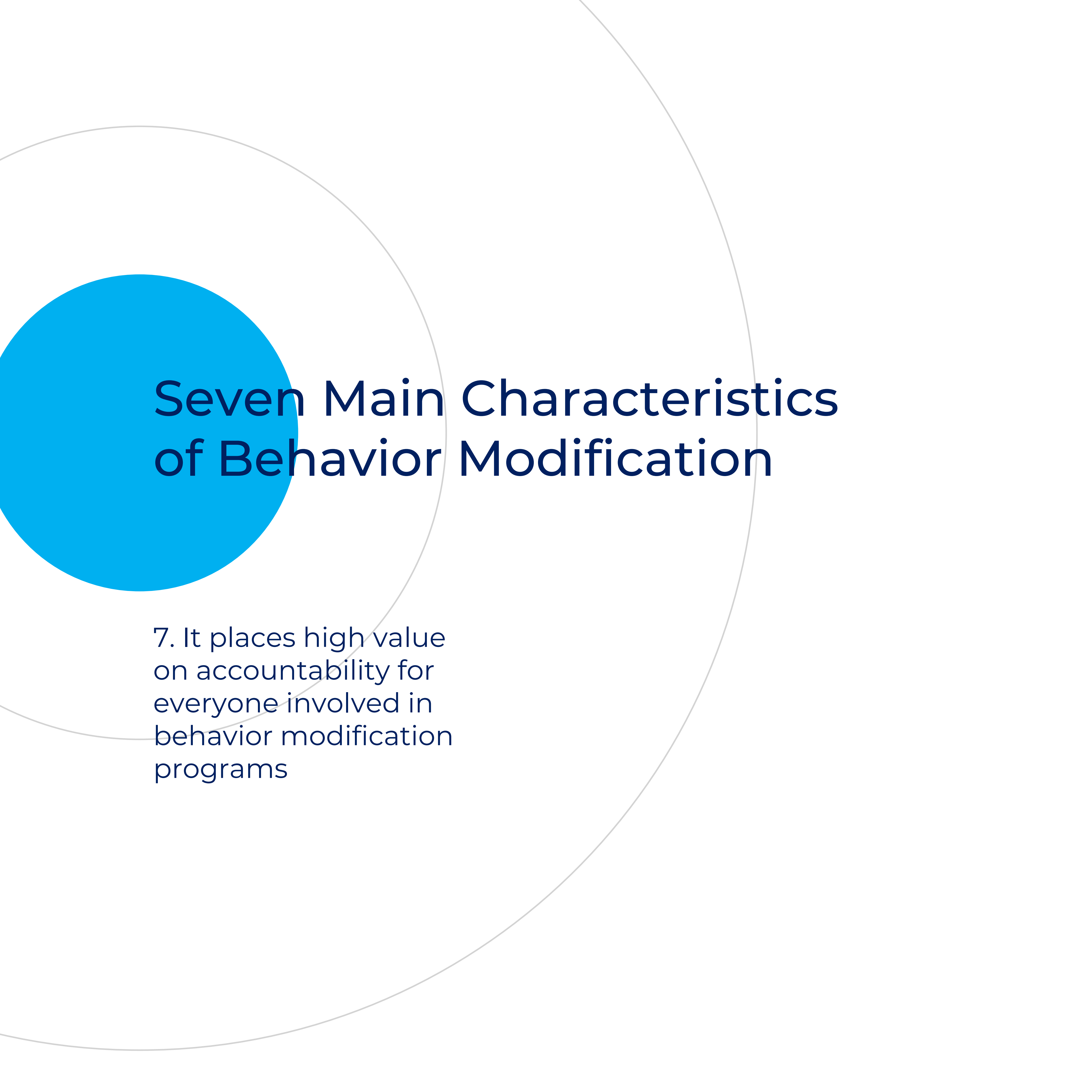


Seven Main Characteristics of Behavior Modification

4. The techniques of behavior modification are often applied by individuals in everyday life.

5. The techniques stem from basic and applied research in the science of learning

6. Behavior modification emphasizes scientific demonstration that a particular intervention or treatment was responsible for a particular behavior change

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Seven Main Characteristics of Behavior Modification

7. It places high value
on accountability for
everyone involved in
behavior modification
programs



What is Behavioral Assessment?

- ❑ The most important characteristic of behavior modification
- ❑ Its use of measures of behavior to judge whether an individual's behavior had been improved by a behavior modification program.
- ❑ Behavioral assessment involves the collection and analysis of information and data in order to
 - (a) identify and describe target behaviors;
 - (b) identify possible causes of the behavior;
 - (c) guide the selection of an appropriate behavioral treatment; and
 - (d) evaluate treatment outcome.

Thank you!

