

# *The* *Newsletter*

**International** Volume 16 1993 Number 2 (Spring)

## *Behavior Analysis Contributes to* **APS Human Capital Initiative**

In January of 1990, the American Psychological Society (APS) initiated planning for the Human Capital Initiative by holding a summit conference which was attended by representatives of more than 70 psychological organizations. This meeting set in motion a program to develop specific research initiatives in each of six major areas: Productivity in the Workplace, Schooling and Literacy, The Aging Society, Drug and Alcohol Abuse, Health, and Violence in America. In November of 1992, a meeting of a drafting committee was held to write the initiative for Productivity in the Workplace; this document is now in final form and is being readied for distribution. In March of this year, a similar meeting was held to develop an initiative on "Aging," and a draft document is now being revised on this topic.

Behavior analysis has been represented well in both of these initial meetings. Representatives of the Association for Behavior Analysis, the Society for the Advancement of Behavior Analysis, and the Society for the Experimental Analysis of Behavior attended the drafting meeting on the Productivity initiative, and representatives of ABA and SABA were present at the meeting on Aging as well. Additionally, Division 25 of APA has set aside funds to support participation in the process and will be involved in future efforts.

On behalf of ABA and behavior analysis in general, Celia Wolk Gershenson (University of Minnesota) and M. Jackson Marr (Georgia Tech University) have contributed a great deal at both writers' meetings and in subsequent reviews of draft documents. Additionally, Celia will be involved extensively, on behalf of ABA, in the development of draft documents in the areas of Drug and Alcohol Abuse and Schooling and Literacy. She needs your help in collecting behavior analytic research in these areas and in developing an initial document for later editing and distribution. Please contact her to provide information and assistance. Because of these efforts, behavior analysis will be prominent in the written statements which will be submitted to Congress and members of the Clinton administration.

## *ABA '93 Convention Emphasis on* **Integration of Basic and Applied**

The special theme for the 1993 ABA convention is "Integration of Basic and Applied Behavior Analysis." Several events have been planned to consider the continuing interplay in behavior analysis research on basic behavioral processes, problem-centered (applied) research, and behavioral technology and engineering in natural settings. The opening address entitled "The Variable Operant" will be given by Allen Neuringer (Reed College); a special closing symposium on "Behavior Analysis: Relations Among Basic and Applied Sciences and the Treatment of Problem Behavior" will include presentations by Dianne C. McCarthy (University of Auckland), Paul E. Touchette (University of California-Irvine) and Lisa J. Shaw (Emory University). Other thematic presentations will address Behavioral Momentum (Tony A. Nevin), Extensions of Matching Theory (Nancy A. Neef and Charles Mace), Verbal Behavior (Mark L. Sundberg) and Stimulus Equivalence (Gina Green). Check your convention program book for the days, times and rooms of these and other events!

## **Chamberlain Resigns**

Shery Chamberlain, ABA Business and Convention Manager, has announced that she has decided to leave her current position effective July 1, 1993. Shery has been a part of the office staff for 14 years, and has provided dedicated service and invaluable skills to the Association. Over the past few years, Shery developed and implemented many innovative practices and worked long hours to carry them out. Certainly, recent improvements in the effectiveness and attractiveness of ABA's materials and increases in the efficiency and effectiveness of office and convention functions are a direct result of her work. Shery recently completed her MA in Industrial/Organizational Psychology at Western Michigan University and will pursue a career in performance and behavioral systems management. Shery will finish her work with ABA at the Chicago convention. Please let her know how much we appreciate her contributions when you see her there. Thanks from all ABA members and behavior analysts are in order!

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## Notes from the Editor

It is probably safe to say that few, if any, human endeavors could not be improved. I suspect that this notion applies to the *Newsletter*. In this context I ask that you send me suggestions for improving the *Newsletter*. I do not promise that your suggestions will be implemented; I do promise that they will be given serious consideration. One improvement would be the appearance of more responses to items that have appeared in the *Newsletter*, particularly responses that take exception to what has appeared, Douglas Ferraro's response to Malott being one example. These responses might then be followed by rejoinders, although the discussion would be terminated at some point. Such give-and-take would add a certain level of verve. Who knows, it might also generate some enlightenment.

With respect to another matter, *The Newsletter* will rarely, if ever, publish empirical articles. Exceptions would be those that deal directly with ABA matters.

P. A. Lamal  
Editor, ABA Newsletter

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Articles and announcements must be received by December 2 for February 22 mailing, by March 2 for May 22 mailing, by June 15 for September 7 mailing, and by September 2 for November 22 mailing. Subscriptions: Institutions and nonmember subscription: \$25/year. To order, send payment and volume number being ordered to ABA, 258 Wood Hall, Western Michigan University, Kalamazoo, MI 49008-5052. Telephone: 616-387-4494. FAX: 616-387-4457.

Advertisements must be received by January 2 for February 15 mailing, by April 2 for May 15 mailing, by August 2 for September 15 mailing, and by October 2 for November 15 mailing. Classified advertisements: \$25 for 25 lines or less and \$1/line for each line over 25. Classified advertisements must be submitted in writing with billing information. Sizes and rates for display advertisements are: full page (7-1/2" wide x 10" deep) \$250.00; half page (7-1/2" wide x 4-1/2" deep or 3-3/4" wide by 10" deep) \$175.00; quarter page (3-1/2" wide x 4-1/2" deep) \$100.00; camera-ready-copy required. Advertisers will be charged for any size modifications required on submitted copy. Contact Patty DeLoach, 616-387-4494. FAX: 616-387-4457.

## Behavioral Psychology Gains Full Affiliation

Representing the specialty of Behavioral Psychology, the American Board of Behavioral Psychology (ABBP) was voted into full affiliation with American Board of Professional Psychology (ABPP) at the Fall Board of Trustees Meeting. Behavioral Psychology is defined as the systematic application of experimentally-derived principles for the modification of clinically relevant behaviors. Each patient is considered as a single case design, with variables assessed before and after intervention. The specialty is rooted in a considerable body of learning theory. There are currently forty-five Diplomates of ABBP. The Specialty Representative to the BOT will be E. Thomas Dowd, also a Diplomate in Counseling Psychology. ABBP will now monitor its own examinations. The ABPP Monitoring Team assisting ABBP with the affiliation process was chaired by Wallace Kennedy.

# Message from the SABA President: Of Funding and Programs, Other Stuff and Synergy

My "From the SABA President" column two issues ago was the first such SABA column, a tradition the Society for the Advancement of Behavior Analysis plans to continue. So, in the next SABA column--two issues hence--you will hear from Judith E. (Judy) Favell (Au Clair Program, FL), who will have segued from the ABA to the SABA presidency. Between then and now, you will hear from our next ABA president-- Sigrid S. Glenn (University of North Texas). Welcome, Sigrid!

As described in my winter column, SABA is a tax-exempt, non-profit sister organization to ABA. Through programs in leadership, research, publications, and education, SABA disseminates information about behavior analysis that is useful to the public and beneficial to the community. As before, I organize my column around progress we have made in these four areas--leadership, research, publications, and education--before, during, and after the October, 1992 Board of Director's meeting (hereafter, the "Board"). Before doing so, however, let me turn to a more fundamental topic.

## SABA FUNDING, SOLICITATIONS, AND DONATIONS

Although SABA's solicitation of tax-exempt donations is perhaps the least interesting way to begin a newsletter column, it is the most important topic of all. This is the money that pays for the programs described below. This is the money that pays for the staff that sees to the programs described below. This is the money that pays for the office that houses the staff that sees to the programs described below. This is the money that...no, I'd better stop.

Since the founding of ABA and SABA, the SABA office has been independently managed by the already overworked ABA staff--most recently, by Shery Chamberlain, Patty DeLoach, and William K. (Bill) Redmon (Western Michigan University). As a result, SABA's purview and purpose were always second to ABA's responsibilities to its members and to behavior analysis as a discipline and a profession. This had two unhappy results. First, SABA did not move forward quickly enough with programs that convinced donors their contributions would always be invested wisely and well. Still, some donations came in--for which we are forever grateful--all of them contributing to the viability of SABA today. Second, SABA's solicitation program for donations was sometimes inconsistent. As a consequence, annual donations are down.

When Bill Redmon, the SABA secretary-treasurer, was hired in 1989 as SABA's Consulting Executive Director, he developed a strategic plan to remedy these and other ills. The

SABA office and SABA finances were restructured and strengthened--restructured and strengthened to the point where SABA now has its own (half-time) staff person. This is Susan Goeters, a young but long-time friend of ABA. Susan has served previously as a student representative to ABA Council (1990-1993), and, with the help of Henry D. (Hank) Schlinger, Jr., she established the ABA press release program and oversaw the press room at the conventions. If you have questions or comments about SABA, Susan may be reached at the SABA office in Kalamazoo, MI, Monday through Friday between 1:00 and 5:00 (EST/EDT). Telephone: 616-387-4584; Fax: 616-387-4457. Thank you, Hank! Thank you, Susan!

With these changes, SABA is now moving forward with programs we hope will be worthy of your donations and with a more systematic plan to solicit those donations. As for the latter, you should soon receive a flyer seeking SABA donations for 1993. For the future, the Board is considering allowing donations to specific programs and projects, each with funding targets that will be publicly charted so that contributors can see the progress being made.

I will desist at this point because your donations should be a function of what SABA does for you and for behavior analysis. Your donations should not be a function of whatever special pleas I might make (but hint, hint, and nudge, nudge). So, let me turn to the progress SABA is making in its programs and purview, and let you decide.

## SABA'S PROGRAMS AND PURVIEW

### Leadership

*The "Leadership Breakfast."* At last year's ABA convention, last year's SABA president--Philip N. (Phil) Heline (Temple University)--convened a breakfast meeting of the leaders, directors, and presidents of the major behavior-analytic associations, societies, divisions, centers, and foundations. Although these leaders represented somewhat different constituencies and had somewhat different concerns, they were all vitally interested in the future of behavior analysis. Their shared interests meant that they might benefit from coordinating their efforts and resources. Their first project will be a "Consortium Catalog" of behavior-analytic publications, which I describe below. Thank you, Phil, for the vision!

We will "do" breakfast again this year. Among those invited are A. Charles (Charlie) Catania (Chair, SABA Publications Board), Barbara C. Etzel (President, APA Division 25 for the Experimental Analysis of Behavior), Judy Favell (ABA

*Continued on page 4*

President), Bill Redmon (ABA and SABA Executive Director), Laura Schreiber (President, Society for the Experimental Analysis of Behavior--SEAB), Howard N. Sloane (Executive Director, Cambridge Center for Behavioral Studies), and Julie S. Vargas (President, The B. F. Skinner Foundation). SABA will host what should be another productive meeting. If you have suggestions for projects you think we should undertake, please let me know.

*The APS Human Capital Initiative.* As Judy and I have reported previously, ABA and SABA (along with SEAB) are contributing to the American Psychological Society's (APS) Human Capital Initiative. This is APS's attempt to convince Congress of the fundamental importance of basic research for solving applied problems, and thus to convince Congress about the importance of funding basic research. The first initiative was on "Productivity in the Work Place," where our behavior-analytic contributions have been taken seriously. Indeed, they have made a difference in, and even guided, the formal documents being produced. Your hard-working SEAB representative in all of this has been M. Jackson (Jack) Marr (Georgia Institute of Technology). Bill Redmon is your hard-working SABA representative. Celia Wolk Gershenson (University of Minnesota), the hard-working ABA representative, is coordinating these efforts. One spin-off from the materials we are preparing is that they may be useful for SABA purposes, too--to inform the public about behavior analysis. Thank you Celia and Jack and Bill!

### Research

*International Science and Engineering Fair (ISEF).* SABA continues to present awards to high school students at the annual ISEF Fair (e.g., the "B. F. Skinner Award"). The Board, however, voted to clarify the nature of the award (e.g., to instruct SABA judges to give awards only to projects that have appropriate behavior-analytic content) and to plan for promotion to encourage behavior-analytic projects at local and regional levels. Any volunteers for the last? This year, the ISEF will be held at Mississippi Beach (Biloxi, MS), May 9-15. Janice Antonow (Northern Mississippi Regional Center), Walt Antonow (BIS, Inc.), and April Miller (University of Southern Mississippi) have agreed to serve as judges. If you would like to serve as a judge in the future, let SABA know. For now, thank you, Janice and Walt and April!

### Publications

*Behavioral Publishers Consortium Catalog.* As mentioned, SABA has taken a lead in developing a catalog for a consortium of publishers of behavioral publications and products (e.g., texts, movies, videos). The catalog will enable publishers to market their materials more efficiently, which will make those publications and products more readily available. Currently, most behavior-analytic material is advertised in a variety of catalogs and journals, and is listed with materials from alternative (and sometimes antithetical) perspectives. Anyone interested in behavior analysis must search painstakingly through these advertisements, often to the

point of ratio strain. A Consortium Catalog would ease our search. It should also increase the sales of behavior-analytic materials, making their publication more profitable and keeping them in print longer.

Our plan is to produce a comprehensive and attractive 50-page catalog that will include materials published by members of the Consortium, as well as by university presses and commercial publishers. The catalog will be mailed annually to several thousand people, first, to the Consortium members' constituencies, and then later to the members of other national and international organizations. Purchases from the catalog will be made by sending order forms directly to the SABA offices where they will be forwarded weekly to their respective publishers. The Consortium will review all potential catalog material for its relevance to the discipline and the profession. Your suggestions for what to include will always be welcome.

Initially, members of the Consortium will purchase advertising space at perhaps the same rate as the university presses and commercial publishers. My hope, however, is that the advertising revenue from the presses and other publishers will eventually underwrite the costs of the Consortium advertisements, allowing behavior analysts to advertise for free.

At the behest of the Board, the SABA staff has sent out letters soliciting the interest and suggestions of potential Consortium members: APA Division 25, the Association for the Advancement of Behavior Therapy, ABA, the Author's Cooperative, The B. F. Skinner Foundation, the Cambridge Center for Behavioral Studies, Context Press, and SEAB. This again will be a point of discussion at the Leadership Breakfast.

*Jack Michael's Concepts and Principles book.* The Board has moved ahead with a proposal to publish and sell a compilation of Jack Michael's (Western Michigan University) published manuscripts and course materials--*Concepts and Principles of Behavior Analysis*. The book has been copy-edited by a SABA consulting editorial assistant, and has been returned to Jack for final proofing. It should be on your newsstands soon. Thank you, Jack!

*The Analysis of Verbal Behavior.* SABA has purchased and sent 25 sets of the current and back issues of the *Analysis of Verbal Behavior* (Mark L. Sundberg, editor) to international libraries that were identified by the ABA International Development Committee (Yolanda Suarez-Balcazar, chair). Thank you, Yolanda! Another 25 sets have been purchased for distribution to U.S. libraries to encourage their use and subscription. As for the future of the journal, Mark has submitted a formal proposal to SABA that SABA take over its publication. The Board has agreed to do this and a transitional plan has been arranged. Thank you, Mark!

*ABA Convention Proceedings.* Three hundred copies of the 1992 *Proceedings* were printed and 253 copies were sold as of October, 1992. The Board has taken steps to make the 1993 *Proceedings* more useful (and profitable) by including the abstracts of all of the 1993 presentations. Profits notwithstanding, the *Proceedings* remains useful to SABA in promoting behavior analysis (e.g. to the ABA affiliate chapters). *Continued on page 5*

**A Breland-Bailey oral history project.** Marian Breland Bailey (Henderson State University) and Robert Bailey (Eclectic Science Productions) submitted a proposal for financial assistance from SABA for a project they have undertaken on the history of behavior analysis. The project's emphasis is on how applied behavior-analytic technology evolved out of basic operant research. Much of the project entails videotaped oral histories of prominent behavior analysts. This is the very sort of project that Michael (Mickey) Keenan (University of Ulster) has urged ABA and SABA to support for some time, especially for behavior analysts in isolated settings. Thank you, Mickey, for your persistence and encouragement!

The Board approved a \$5000 one-time grant, provided that interim reports were submitted to SABA and presented at the ABA convention, that written reports were submitted for publication, that the tapes and reports could be distributed through SABA, and that SABA have permission to use tape footage. Everything is very happily agreed upon, and the first ABA presentation will be made this May, entitled "Behavior Analysis at Work: Yesterday, Today, and Tomorrow." What a rich and wonderful resource this will be. Thank you, Marian and Bob!

**Videotape on behavior analysis.** Relatedly, the Board has also discussed producing a promotional videotape of its own on behavior analysis more generally. A prospectus describing the video's content is being prepared by Richard M. Foxx (Pennsylvania State University-Middletown), Judy Favell, and Bill Redmon. Any ideas? Upon completion, it will be sent to other behavior-analytic organizations for commentary and feedback. The revised prospectus will then be the basis for seeking financial assistance. Thank you Richard and Judy and Bill!

**International efforts.** Based on suggestions from Sidney W. (Sid) Bijou (University of Arizona), SABA has made some additional moves to support the international recognition of, and participation in, behavior analysis. First, SABA wrote the publishers of behavior-analytic journals, urging them to appoint "International Associate Editors" to encourage and coordinate international submissions. The *Journal of Organizational Behavior Management (JOBM)* has already done this--thank you, *JOBM*!--and efforts are underway to do the same in *The Behavior Analyst (TBA)*. Second, the *ABA Newsletter* has begun publishing an international column. Thank you, Ullin T. Place, for preparing the first one! And third, SABA donors of \$50 or more, who automatically receive *The Behavior Analyst*, and who are also ABA members (and who again automatically receive *TBA*), are being asked to contribute their SABA subscriptions to an international site. The sites--actually, individuals responsible for placing the journal in their university libraries--have been identified by Yolanda Suarez-Balcazar and the International Committee. Any further suggestions? Thank you, Sid! Thank you, Yolanda!

**Electronic abstracts.** The Board has partially funded a prototype model of an "electronic abstracts" storage and retrieval system. Under the guidance of Phil Hineline (Project Director), Leslie Burkett (University of North Texas) has developed a system that is being field tested on a local micro-computer network. More later, but for now, thank you, Leslie! Thank you, Phil!

**The SABA Publications Board.** As you can see, publications is the most active SABA program. For that, we owe a debt of gratitude to Charlie Catania, chair of the Publications Board, and to that Board's members--Samuel M. (Sam) Deitz, Sigrid Glenn, Victor G. (Vic) Laties, Jack Marr, and W. Scott Wood. With the assistance of Jay Moore, Bill Redmon, and Margaret (Maggie) Vaughan, Charlie and the Board worked long and hard, and deliberated carefully over many of these projects. Thank you, Charlie and Sam, Sigrid and Vic and Jack and Scott and Jay and Bill, and Maggie!

### Education

Unfortunately, SABA has made little or no headway in its education program. This led me to step back a moment for a better look at SABA's organizational structure. What I saw--or, rather, what I did not see--was an organizational structure that was based on our four programs. I saw a Publications Board, which probably explains our success in this area, but the other three programs are not represented. What I will propose to the Board this May is that SABA adopt an organizational structure that has a board for each of its programs--leadership, research, publications, and education. A Leadership Board, for instance, might be chaired by the current SABA president, and include its past-president and president-to-be (i.e., the ABA president). Each of the Boards might also have committees and subcommittees to oversee more specialized projects. For instance, an Education Board might have a Committee for Behavior Analysis Course Syllabi or a Committee on the Teaching of Behavior Analysis and, under the latter, a Sub-Committee on Behavior Analysis in Secondary Schools--whatever. If you have suggestions for what committees and subcommittees might be created, please contact SABA.

If you would like to volunteer to chair or serve on the possible committees above or those that you suggest, so much the better. Just let us know.

### OTHER STUFF

#### *The SABA Executive Director Model and By-Laws Changes*

As you know, Bill Redmon has served as the Consulting Executive Director of SABA (as well as ABA) since 1989. SABA has had tremendous success under this organizational model, a large part of which is a credit to Bill himself. This success suggests that we should consider making the model permanent--that we remove the "consulting" from the Executive Director's title. I am exploring the implications of this move and will report to the Board when it meets this May. At this point, I am examining the SABA By-Laws with an eye to the duties of the SABA secretary-treasurer because that

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position is now linked with the duties of the Consulting Executive Director. By the way, ABA is considering making a similar move. We must be ever-vigilant about the future of our organizations.

### **Reunions at the ABA Convention**

Judy Favell called me in January to suggest that the Department of Human Development and Family Life (HDFL) at the University of Kansas hold a reunion at the 1993 ABA convention. She is an HDFL alumna and, as ABA president, has arranged for Donald M. Baer, Montrose M. Wolf, and Todd R. Risley to give this year's Presidential Scholar presentation on the 25th anniversary of the founding of the *Journal of Applied Behavior Analysis*.

As an HDFL faculty member, I responded "What a wonderful idea!" but I then quickly donned my SABA thinking cap, and thought: "Why not have ABA facilitate the reunions of *any* undergraduate or graduate behavior analysis program?" The costs would be minimal: An invitation in the ABA convention call for papers, a little free advertising in the *ABA Newsletter* and convention program book, and a meeting room at the convention (and a cash bar that could pay for itself). The individual programs, of course, would be responsible for their own special events (e.g., awards, banquets, etc.). In addition, important benefits may also accrue to ABA: Convention attendance and ABA membership might increase, and some people might have more of a good time at the convention.

We have moved ahead with Judy's good suggestion, and will evaluate the outcome. If it is positive and if you are interested in having a reunion next year, I guess we would start a waiting list. Perhaps several programs could run concurrent reunions. We'll see. For further HDFL information, please contact Kathryn Kirigin Ramp, HDFL Reunion Coordinator, Department of Human Development, Dole Human Development Center, University of Kansas, Lawrence, KS 66045-2133 (913-864-4840). Thank you, Judy! Thank you, Kathi! Thank you, ABA!

### **CLOSING COMMENTS: SYNERGY OF DISCIPLINE AND PROFESSION**

As Judy Favell reported in her last column, she convened an ABA Presidential Advisory Group on Professional Practice for an emergency (pro bono) meeting in Orlando, FL last December. She convened the group because the professional practice of behavior analysis has been threatened and the livelihood of many behavior analysts has been put in jeopardy. As SABA's president, I attended to represent the Society and, more personally, to represent the concerns of basic science in this professional issue.

Behavior analysis is unique, I think, among the behavioral and social sciences in the synergistic relationship that exists between our discipline (e.g., the experimental analysis of behavior) and our profession (e.g., the practice of applied

behavior analysis). They affect each other in ways that are more than the sum of their parts, if there are parts. Such synergy emerges, it seems to me, only when and where a discipline and a profession share common assumptions about, and approaches to, their subject matter -- in science and in application. Although this is not uncommon in the natural sciences (e.g., physics and engineering; biochemistry and medicine), it is unusual in the behavioral and social sciences. The latter disciplines and their related professions rarely share the kinds of basic assumptions and practical approaches to their subject matters that allow one to inform the other. Consider psychology, for example, and its schism between science and practice. The uniqueness of behavior analysis in these regards is our strength. It frames our destiny. Without it, we fall apart--into parts. And, falling into parts, we fail to achieve our full potential.

### **The Profession**

Enough conceptual stuff. Let me be more concrete. One issue that arose at the Orlando meeting was the need for definitions--definitions of behavior analysis useful to the profession. Definitions, of course, often raise touchy, sensitive issues. No one likes to regulate terminology, at least no one should, too much. But, as Phil Himeline has noted, our language is our calculus.

The need for definitions arises in state legislative committees that oversee human service credentialing, licensure, and the like. These committees are now hearing testimony about the need to change state licensing laws into state practice acts. Licensing laws prescribe who can call themselves members of a particular profession (e.g., a psychologist), but they are now being challenged on First Amendment grounds. The newer practice acts, in contrast, prescribe what practices (e.g., therapies) certified professionals (e.g., clinical psychologists)--and *only* those certified professionals--may practice. When practice acts include "behavior analysis," they exclude everyone but those certified professionals from that practice. They will prevent most behavior analysts from practicing behavior analysis.

But why the need for definitions? When behavior analysts stand in front of state legislative committees to testify that "behavior analysis," "behavioral assessment," and "applied behavior analysis" should be excluded from practice acts--so that behavior analysts may also practice them--legislative committee members ask seemingly simple, but really rather profound questions such as "What is behavior analysis?" and "How is behavior analysis different from [e.g., psychology]?" If we cannot answer these questions in ways that are understandable and convincing to state legislators, the practice of behavior analysis by many behavior analysts will be prevented. In my view, this will not only harm the profession, but also the discipline.

### **The Discipline**

On a broader scale, if we cannot answer these questions in ways that are also understandable and convincing to, among

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others, parents and guardians, social and rehabilitation service administrators and their staff, business administrators, politicians, the media, and colleagues in different disciplines and professions, then our discipline—including its basic science and philosophy—will be slow to gain the support of the culture—support that is tenuous anyway. For instance, the experimental analysis of behavior—our basic science of behavior—will not quickly gain more support with data alone. Likewise, radical behaviorism—the philosophy of our science of behavior—will not quickly gain more support with words alone. Copernicus, Galileo, Darwin, and others could have attested to this, and we have little reason to think behavior analysis will fare any better. Indeed, we have reason to think behavior analysis will fare even worse: What it is to be a human being is at the heart of the behavioral revolution—more than in any other scientific revolution.

What is it that does gain the support of a culture? One answer: The relatively immediate results of effective action. Where in behavior analysis can we offer relatively immediate results so as to gain the support of the culture? One answer: In professional practice. A culture's support for basic research and conceptual analysis often follows from—not precedes—the effective action of professional practice that research and theory allow, as well as the demand for such practice and its products (e.g., medicine, navigational aids). Our culture's support for the experimental analysis of behavior and radical behaviorism may also follow from—not precede—the effective action of professional practice that research and theory allow, as well as the demand for such practice and its products (e.g., applied behavior analysis, behavioral technology). This is not new news, and it may or may not be an accurate rendering of how behavior analysis has or may evolve in our culture in our time, but it would seem folly to overlook the possibility.

### *The Discipline and the Profession*

Agh! I'm being too conceptual again. Let's turn to a measurement issue. How can we know whether cultural support for the profession of behavior analysis will ultimately lend support to the discipline? One answer: When cultural contingencies make *behavior analysis an economically viable profession*. But this is not so easily measured. How about: When cultural contingencies select for *the practices that make behavior analysis as an economically viable profession*? Or how about: When cultural contingencies select for *a work force that learns the practices that make behavior analysis an economically viable profession*? Or how about: When cultural contingencies select for *the students that become the work force that learns the practices that make behavior analysis an economically viable profession*? Or how about: When cultural contingencies select for *the courses and training that inform the students that become the work force that learns the practices that make behavior analysis an economically viable profession*? Finally, how about: When cultural contingencies select for *teachers and trainers to teach the courses and offer the training that inform the students that become the work force that learns the practices that make behavior analysis an economically viable profession*?

Barring any unusual threats to internal and external validity (and fearing others), I rest my case. Actually, I stop here because this is one point at which we can effectively measure the culture's support: We can count noses, behavior-analytic teacher and trainer noses, many of whom (the teachers and trainers, not the noses) have careers in the experimental analysis of behavior *because of* the practice of applied behavior analysis. These teachers and trainers are (some of) us. Moreover, not only should we count noses as a barometer of the culture's support for behavior analysis as a discipline and a profession, but also as a baseline against which to intervene, rather than simply wait for change. We should apply our science and technology to the problem of our culture's support of them.

It is important, then, for behavior analysis as a discipline to be concerned with behavior analysis as profession, and for behavior analysis as a profession to be concerned with behavior analysis as a discipline. No one of us is unaffected by threats to professional practice, not the most basic of our basic researchers, not the most conceptual of our conceptual analysts, not the most applied of our applied behavior analysts. We are, or should be, a unified field, from which comes our synergy, from which comes our uniqueness, from which comes our strength and our future.

For all this, you ask, we need definitions? In a unified field, all parts affect all other parts; they are all a function of each other. So definitions are *one* place to start. They are at least a place that state legislators have asked us to start—the same state legislators that support the universities that hire the faculty that teach the courses that inform the students that...OK, OK, OK! For these reasons, SABA has begun to sketch out some definitions of our discipline, of our profession, and of their sub-branches. For this, SABA will need a little help from its friends—you, the friends of SABA. We will be in touch.

### THE END

That is that: Just some observations about what I came to understand about our discipline and our profession while in Orlando or, more modestly, what I came to understand about my own understanding. I am open to alternative interpretations. In any event, I step down now as the president of SABA, and Judy Favell takes my place, just as Sigrid Glenn takes Judy's place. They will need and will welcome your continued support and advice, as well as your contributions—financial and otherwise (hint, hint and nudge, nudge, again)—just as did I.

I thank you for giving me the opportunity to serve ABA and then SABA. I thank you for the embarrassment of professional riches that followed from your largesse. I also thank my ABA and SABA presidential predecessors and successors—Julie and Phil and Judy and Sigrid—for the great honor and the joy of working with them these past several years. And I want to thank Bill and the ABA and SABA staff—Susan and Shery and Patty—to whom I am indebted for whatever effective action I was able to take. I will miss working with all of them—and with you. Yipes!

Edward K. Morris, President

## Special Convention Travel Arrangements

### Association for Behavior Analysis

### 1993 Annual Meeting

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ABA earns credits toward airline tickets based on the number of tickets purchased by Convention attendees. These credits are used for travel to the Fall Council Meeting . . . and that saves ABA money! For example, five of the seven airline tickets for the Fall 1992 Council Meeting were earned from flights scheduled for the 1992 ABA Convention; saving ABA more than \$1,000. If your employer requires you to use a specific travel agency, you can still help ABA save money! Ask your travel agent to call American Airlines at 1-800-433-1790 and ask for Starfile #S1253T5.

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# An Addendum to Malott's "Religion, Communism, and Performance Management"

Jacob L. Gewirtz

Florida International University

Malott's (1992) "Religion, Communism, and Performance Management" left me uneasy. His analysis of prosocial-behavior acquisition would have been more useful had he included a section on bases for the failure of prosocial behaviors to enter repertoires. Such an analysis of socialization failure is particularly pertinent because Malott's analysis was of prosocial-behavior acquisition in often-oppressive religious, and routinely-oppressive totalitarian, monopoly-on-truth societies.

Malott conceived that both Christianity (as religion) and communism (in Cuba) involve a performance-management technology designed to increase the socially-beneficial behavior and decrease the socially-harmful behavior of the members of their cultures. I do not argue with the parallel that Malott has drawn between the ideologies and prosocial individual-behavior effects of Christianity and communism. It is clear that prosocial behaviors can result from benign conditioning processes involving positive reinforcement and the mechanisms underlying the acquisition of rule-governed moral behavior and similar value-denotative behavior (see, e.g., Gewirtz & Pelaez-Nogueras, 1991).

Rather my concern is with the broader context for behavior in those two cultures that Malott did not touch upon in his narrowly-focused analysis. That context may often mitigate *against* the acquisition of prosocial behavior and *for* the acquisition of alternative behaviors. Thus, a very different parallel may be drawn also between monopoly-on-truth variants of Christianity and communism, taking into account the oppressive contexts both foster(ed). This parallel may be drawn between the vantages of the nonconforming Christian or Jew, say of the time of the Grand Inquisitor Torquemada, and the free-thinking or nonconforming citizen of modern communist Cuba. But this parallel is not benign as is the parallel Malott draws. Earlier variants of monopoly-on-truth Christianity (with Torquemada as exemplar) and contemporary Cuban monopoly-on-truth communism all involve(d) a pervasive aversive context surely relevant for a complete analysis of the origins and maintenance of prosocial behavior on which Malott focused. That context can result in the failure of prosocial behavior to enter repertoires.

Each of these societies was/is controlled by a harsh, authoritarian (15th and 16th century Spain) or totalitarian, tyrannical (modern Cuba) system that did/does harass, arrest, imprison, torture, and depersonalize or murder many of its citizens contingent upon their nonconforming behaviors, citizens who did/do run afoul of the governing ideology as interpreted by orthodox members of an elite apparatchik class

or by their supreme leader. Specifically, with regard to Torquemada's Spain and modern communist Cuba, there was/is an oppressive reality for large proportions of their citizenries. This oppressive environment did/does appear to generate not what the governing elite would term "prosocial" behavior, but instead a wide variety of avoidant, escape, and other alternative-to-prosocial behaviors under the control of negative-reinforcement and punishment contingencies. There is little doubt that these behaviors would be termed "antisocial" by the same ruling elite.

In summary, Malott concentrated his analysis upon the prosocial rule-governed behavior facet denoted by "you should-ought-to-want-to-do-it; you shouldn't need to be bribed (by reinforcement contingencies) to do what every good Christian or communist should want to do anyway" (Malott, 1992, p.9). Malott did not deal with the pervasive aversive context in place for those emitting nonconforming behavior, not to mention the savaging there of individual liberties at a political level of analysis, in the cases both of monopoly-on-truth Christianity or Cuban communism. Hence, by introducing the matter of the acquisition of nonconforming and escape and avoidant "antisocial" behaviors alternative to the "prosocial" behaviors Malott targeted for analysis, his interesting and provocative analysis is made complete.

## REFERENCES

- Gewirtz, J. L., & Pelaez-Nogueras, M. (1991). Proximal mechanisms underlying the acquisition of moral behavior patterns. In W. M. Kurtines & J. L. Gewirtz (Eds.), *Handbook of moral behavior and development. Vol. 1: Theory* (pp. 153-182). Hillsdale, NJ: Erlbaum.
- Malott, R.W. (1992). Religion, communism, and performance management. *The ABA Newsletter*, 15, 9.

## About Our Members...

### Iwata Receives Award

Since 1978, the Richard B. Dillard Award has been presented at the Annual Conference of the Southeast Region of the American Association on Mental Retardation (SEAAMR). This prestigious award is given to an individual or agency member who demonstrates outstanding dedication and leadership in serving people with mental retardation. The award is presented in the categories of leadership, research and training. During the SEAAMR Annual Conference held November 18th through the 21st in Ft. Lauderdale, Florida, Dr. Iwata received this award for research. This is the first time an individual or agency has been recognized in the research category.

Most of Dr. Iwata's professional career has been devoted to the behavioral treatment of persons with developmental disabilities. He has empirically demonstrated a model to effectively conduct a functional analysis and treat self-injurious behavior. He continues to investigate this subject at the Florida Center for Self Injurious Behavior, which he established in 1988. He has shared his findings internationally through presentations and publications. Congratulations, Brian!

# SQAB to Hold Symposium!

## Reinforcement, Choice, Economics, and Addiction

The Society for the Quantitative Analyses of Behavior (SQAB) will hold a preconvention symposium at the Downtown Chicago Marriott. The topic of the program will be "Reinforcement, Choice, Economics, and Addiction." The program of speakers and times follows:

**Wednesday, May 26, Salon I**

**9:00AM—12:30PM**

### *Basic Research on Choice Behavior*

- Baum, W. M., and Aparicio, C. Per-visit analysis of performance on concurrent variable-interval, variable-ratio schedules.
- Grace, R. A fixed-variable equivalence rule for concurrent-chains.
- Mazur, J. E. Effects of intertrial reinforcers on self-control choice.

### **Break**

- Stockhorst, U. Effects of different accessibility and availability of reinforcement schedules on operant choice behavior in humans.
- Fantino, E., and Goldschmidt, J. Delay reduction: Questions of context.

### **Lunch**

**1:30PM—5:00 PM**

### *Drugs as Reinforcers*

- DeGrandpre, R. J. Quantifying the organism-environment interaction in the assessment of cocaine's abuse liability.
- Carrol, M. Effects of income on choice between a drug and an alternative nondrug reinforcer in monkeys.
- Silverman, K., Mumford, G. K., and Griffiths, R. R. Modulation of caffeine choice by behavioral requirement following drug ingestion.

### **Break**

- Heyman, G. K. Elasticity of demand for ethanol plus sucrose in rats.
- Bickel, W. K., DeGrandpre, R. J., and Higgins, S. T. Ubiquity in the behavioral economics of drug self-administration.

**5:00PM**

### *SQAB Business Meeting* (with refreshments)

**Thursday, May 27, Salon D**

**9:00AM—10:30AM**

### *Integration and New Directions*

- Nevin, J. A. Review and general discussion of papers on choice and drug reinforcement.
- Dworkin, S. Using neurobiologic tools in the investigation of the reinforcing effects of drugs.
- Boren, J. J. Predicting relapse: Considerations in developing a model.

### **Break**

**11:00AM—1:00PM**

### *Some New Quantitative Analyses and Models*

- Catania, A. C. A reinforcement paradox: Reinforcement of response property R on trial N does not raise the probability of R on trial N+1.
- Commons, M. L., Trudeau, E., Young, R., Fong, W., Cabral, B., and Hallinan, P. Why people fail to minimize loss in a single key concurrent VI depleting schedule.

### **Short Break**

- McCarthy, D., and Voss, P. Effects of signaled reinforcer magnitudes on delayed matching-to-sample performance.
- Schmajuk, N., and Ury, D. Prediction and reinforcement in avoidance: A neural network approach.

For registration information, write John A. Nevin, Department of Psychology, University of New Hampshire, Durham, NH 03824-3567.

## ***Moving?***

*Remember to send your new address and telephone number to ABA, 258 Wood Hall, Western Michigan University, Kalamazoo, MI 49008-5052. FAX: 616-387-4457.*

## **20th Anniversary!**

**ABA '94**

**May 26-30**

**Atlanta Hilton and Towers**

## I'll Stop Procrastinating when I Get Around to It

Richard W. Malott—Western Michigan University

A few years ago, I was generously demonstrating to Wayne Fuqua some slick computer tricks. I was showing him how I used an outline processor as a personal information manager. The outline processor tracked my to-do list, appointments, and self-management data. Although he didn't say anything, I could tell Wayne was impressed and about ready to revamp his entire life so he could fit it within the convenient confines of a computerized outline.

However, just at the moment of conversion my phone rang. Now my policy is never to answer the phone when I'm in a meeting; but the ringing phone has such powerful demand characteristics that, before the first ring had stopped abusing my cochlea, I'd interrupted our meeting to answer the intruder. You never know; maybe APA had elected me president. No, it wasn't a call from Washington; it was a call from my dentist. The time for my dental appointment had started 15 minutes ago. I'd meant to check my appointment schedule but didn't get around to it.

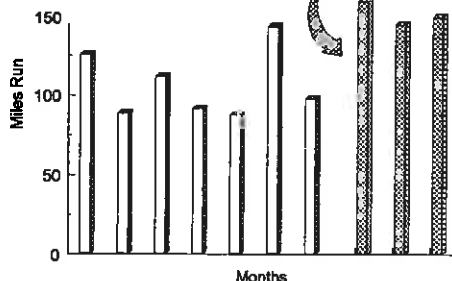
Wayne did not adopt my computer-based appointment-tracking and self-management system.

In spite of such intermittent failure, I continue applying the principles of behavior to the solution of all my daily problems—my biggest problem being getting around to it—self-management. Sometimes the behavioral technology even works, at least for a little while. Here are some minor successes and some paradoxes of the self-managed life style:

**Success #1.** Starting January 1, I swore off junk-food snacks and deserts—those with sugar, salt, and fat. Each instance of failure costs me \$5. So far, so good.

**Paradox #1.** Sometimes I have put a \$5 contract on exceeding 2,000 daily calories. Then I say to myself, "Just a few more bites over 2,000 is close enough for psychology." And that may creep to a few hundred extra calories. But close still enough. Then the next day, when I'm recording my data, I say to myself, "I don't want to be a liar; I must pay the \$5." Other self-managers have reported similar delayed objectivity.

Not overwhelming results, but they make me happy.



**Success #2.** Starting with my birthday, October 3, I swore off aspartame (the artificial sweetener, AKA *Nutra-sweet*). If I stay pure until my next birthday, my computer gets a much lusted after flatbed scanner. So far, so good.

**Paradox #2.** All-or-nothing contracts like that are risky; one slip and the contract's off. And without the contract controlling my behavior, I'd be up to my adenoids in aspartame until my next birthday. (The Catholics regain moral control of backsliding sinners by encouraging repentance.) Yet this contract is working, as are some other similar contracts.

**Paradox #3.** My underlying disease is sweet toothitis. So starting January 1, I substituted the aspartame symptom for the sugar symptom. By February 1, our house overflowed with empty Diet Coke quarts. And I was adjusting my itinerary around a daily, one-quart, aspartame-laced frozen-yogurt fix at Baskin Robbins. *Maybe* aspartame ain't bad for you, but I was spending \$1,000 a year on it (the price of the flatbed scanner). Also I'd rather be the one who controls my life; I don't want some corporation in Atlanta pulling my strings. But here's the paradox—it's been easy. Although my life had come to center on aspartame to an extreme extent, I've had almost no aspartame urges since I kicked. True, I do eat six or eight apples a day, but that's an innocent methadone.

**Successes #s 3 to 5.** I've made similar expensive, computer-peripheral birthday contracts on the following behavior: (3) writing 4 hours a day, (4) getting up at 4:00 a.m., starting writing by 5:00 a.m., and finishing by 9:00 a.m. (otherwise I end racing to finish my four hours of writing before the clock tolls midnight and my anticipated 17" monitor turns into a pumpkin), and (5) run six miles every day the weather permits. So far, so good. I'm now getting around to more crucial activities more reliably.

**Paradox #4.** I know next October 3 I won't have anything resembling the \$5,000 needed to buy my computer gadgets. And accomplishing the evasive goals specified by my contract is much more valuable to me than the gadgets. But without the false promise of those lovely gadgets, I would have gotten around to even fewer crucial activities.

To publish a reply to the Notes column in The ABA Newsletter, please submit your reply to Peter Lamal, Editor, The ABA Newsletter, Department of Psychology, University of North Carolina, Charlotte, N.C. 28223, with a copy to Richard W. Malott, Department of Psychology, Western Michigan University, Kalamazoo, MI 49008-5052. It helps if you accompany your hard copy to the Editor with a 3.5 in. computer disk containing a file of your reply, ideally in ASCII format.

# Available from ABA...

- ☐ **ABA Convention Proceedings.** The Proceedings is a publication of abstracts from ABA Convention presentations.
  - ☐ 17th Annual Convention (1991)
  - ☐ 18th Annual Convention (1992)
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- ☐ **Graduate Training in Behavior Analysis.** Compiled by the ABA Student Committee, the directory lists 74 training opportunities which emphasize a behavior analytic approach. Price: \$10.00/copy + \$2.00 shipping/handling
- ☐ **"If I Could Talk to the Animals" Reinforcement Interactions as Communication.** President's Scholar Address presented by Karen Pryor at the 18th Annual Convention of the Association for Behavior Analysis, San Francisco, 1992. 60 minutes, 1/2 inch VHS format. Produced by Sunshine Books. Price: \$69.95/copy + \$5.00 shipping/handling
- ☐ **Interview with B. F. Skinner.** Audio cassette tape of the interview with B. F. Skinner on National Public Radio. Broadcast in 1990 on National Public Radio. Price: \$3.00/copy + \$1.00 shipping/handling
- ☐ **Lads Before the Wind: Diary of a Dolphin Trainer.** First-person account of dolphin training and behavior by "a born ethologist... who has brought to bear on her studies the whole arsenal of methods devised by the behaviorist school." Konrad Lorenz. Foreword by Konrad Lorenz. Published by Sunshine Books. Price: \$12.95/copy + \$2.00 shipping/handling
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### Experimental Analysis of Human Behavior

- The *Bulletin* publishes abstracts of conference presentations of interest to its members. We are now soliciting abstracts from ABA '92 and other recent regional or specialty conferences. (Note: Abstracts can be published even if included in the *ABA Proceedings*.)

- The *Bulletin* last printed a list of articles published by SIG members in the Spring 1991. Please send APA style references for all published or in press articles since that time. (Note: Publications in *JEAB*, *JABA*, or *The Behavior Analyst* are not printed on the assumption that readers will be familiar with these.)

- SIG members appreciate hearing about grants received by fellow members. Synopses were last published in Spring 1991. Please send the grant title, principal investigator(s) names and affiliations, agency, starting and ending dates, amount of award, and a brief abstract.

Send your submissions to Kate Saunders, Parsons Research Center, PO Box 738, Parsons, KS 67357.

### BALANCE SIG

The BALANCE SIG, dedicated to promoting the accurate portrayal of our science, is sponsoring several events at ABA. Chief among them is a symposium on introductory psychology textbooks, "Killing Us Softly?: Representations and Misrepresentations of Behavior Analysis in Popular Introductory Psychology Texts." W. Joseph Wyatt and Bobby Newman are co-chairs, and James T. Todd will be the discussant; the time is 9-10:50 AM on Sunday in the Northwestern room. The SIG will also be represented by a poster at the ABA Expo. Finally, we welcome all interested in ABA-goers to our annual meeting, Saturday from 6-7 PM in the Iowa room.

### World Congress on Neural Networks

The International Neural Network Society will be holding an annual meeting July 11-15, 1993. The meeting will be held at the Oregon Convention Center in Portland, Oregon. ABA members are entitled to a 50% reduction in the cost of exhibit space and qualify for reduced registration rate. For further information, contact The International Neural Network Society Office, Suite 300, 1250 24th Street, NW, Washington, DC 20037 (202) 466-4667.

## JOBM Appoints Associate Editor for International Publications

Maria E. Malott, Ph.D. (Malott and Associates, Kalamazoo, MI) has been appointed Associate Editor for International Publications for the *Journal of Organizational Behavior Management*. Malott received her Ph.D. in Applied Behavior Analysis from Western Michigan University and is now President of her own management consulting firm. She has been involved extensively in applications of behavior analysis to organizational problems for several years and is especially concerned with extensions of behavioral technology to non-U.S. countries. In her new role, Dr. Malott will encourage publication by non-U.S. organizational behavior analysts and will oversee the editorial process for manuscripts submitted by these scientists and practitioners. She can be contacted at Malott & Associates, 8971 W. KL Avenue, Kalamazoo, MI 49009.

## Division 25 Needs You!

The Executive Committee of Division 25 (Experimental Analysis of Behavior) of the American Psychological Association is recruiting members. We are all doubtless aware of why many behavior analysts left or have not joined APA. At the same time, however, the APA does do some things that are worthy of our support. For example, APA lobbies for support of both basic and applied research. It also supports the humane use of animals in research.

Division 25 does a number of things that all behavior analysts should support. It publishes *The Recorder* three times a year. *The Recorder* provides news about awards, conferences, upcoming program activities, and APA matters of particular interest to Division 25 members. In addition, Division 25 sponsors speakers, symposia, and such events as receptions and an annual dinner at the APA annual convention. Division 25 also sponsors four annual awards: The Dissertation Award, The B. F. Skinner New Researcher Award, The Fred S. Keller Behavioral Education Award, and The Don Hake Basic/Applied Research Award. Each award provides for an honorarium, a certificate, and an invitation to present an invited address at the APA Convention.

Any Fellow, Member, Associate or Student Affiliate of the APA is eligible to join Division 25. In addition, an Affiliate membership (\$10.00) in the Division is available to non-members of APA. All individuals with an interest in the experimental analysis of behavior and its applications are welcome to join Division 25. To apply for Division 25 membership, contact P. A. Lamal, Div. 25 Membership, Department of Psychology, University of North Carolina, Charlotte, NC 28223 (704-547-4789).

# The Analysis of Verbal Behavior

*The Analysis of Verbal Behavior* (AVB) is published by the Verbal Behavior Special Interest Group (VBSIG).

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- Oah, S., & Dickinson, A. M. A Review of Empirical Studies of Verbal Behavior
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- Stoddard, L. T., Sidman, M., & Brady, J. P. Fixed-Interval and Fixed-Ratio Reinforcement Schedules with Human Subjects
- Sundberg, M. L. 301 Research Topics from Skinner's Book *Verbal Behavior*
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# New Developments in Behavior Analysis

## Education

**Madsen, C. H., Jr., & Madsen, C. K. Teaching/Discipline: A Positive Approach for Educational Development.** This text incorporates research-based methods for improving classroom efficiency and discipline. Contents: Part I, Teaching and Discipline; Part II, Behavioral Principles Applied; Part III, A Positive Approach; Part IV, Observational Manual.

Available from Contemporary Publishing Co., 508 St. Mary's Street, Raleigh, NC 27605 (919-821-4566; Fax 919-821-4567).

## Experimental Analysis of Animal Behavior

**Pryor, K. (Video). "If I could talk to the animals"... Reinforcement Interactions as Communication.** Karen Pryor, ethologist and pioneering dolphin trainer, giving the 1992 President's Invited Scholar's Address at the Association for Behavior Analysis Convention in San Francisco. Introduction by Philip Himeline. Many ABA members know Karen Pryor's *JEAB* paper, "The creative porpoise: training for novel behavior," published in the 1960s. ABA president Edward K. Morris asked Pryor to give the Invited Scholar's Address in 1992, to bring us up to date on some of the work she has done since that publication. A standing-room-only plenary gathering cheered this witty and thought-provoking account of how reinforcement can elicit social interactions with humans in animals ranging from polar bears to house cats. Some comments by ABA members: My favorite story was about the cat who played the piano...; "The Pony's Choice story shows a fascinating crossover between functional relations...;" "I loved the story of the transformation of the sea lions;" "...a neat mix of organismic and environmental attributions." Judith Favell calls the tape "Inspiring!" Dr. Morris points out that this video and the set listed below should be especially stimulating for behavior analysts who live in other countries or who work in areas isolated from the mainstream in the United States. You couldn't get to last year's conference? Here's a way you and your staff and students can experience one of the high points. Includes a delightful introduction by ABA past president Philip Himeline. VHS 55 minutes. \$69.95 + \$2.00 S&H. Produced by Sunshine Books, North Bend, WA.

Order from ABA, 256 Wood Hall, Western Michigan University, Kalamazoo, Michigan 49008-5052. Part of the proceeds benefits ABA.

**Priest, G., Pryor, K., Shallenberger, I., & Wilkes, G. (Video). *Supertraining! How modern animal trainers use operant conditioning.*** In a trend which began with dolphin trainers, B.F. Skinner's principles of operant conditioning are transforming the way animal trainers work and think. This two-volume video presents a 1992 ABA Convention panel on the art and science of training, by four radical behaviorists who are professional animal trainers. Karen Pryor

chaired; other participants were Ingrid Shallenberger, curator and head trainer at Sea Life Park, Hawaii; Gary Priest, behavior specialist at the San Diego Zoo and Wild Animal Park; and pet behaviorist Gary Wilkes (with his dog, Megan.) Members of ABA participated in demonstrations and discussions. (Video clips of primate training and of elephant training, presented in the original panel, are augmented here with additional footage of dolphins, penguins, and trained sea birds.) The panel experience was electrifying for many attendees. Says one clinical psychologist who attended, "Who knew the animal trainers were so sophisticated? I use desensitization in my practice all the time, but not like this! I'm inspired." Several ABA members who have previewed the tapes report that staff, coworkers, and students who doubt the utility of operant conditioning, who ask "What's the good of all this?" have become enlightened and enthusiastic after seeing these creative "supertrainers" and their work. Volume I: *The Training Game*: using the conditioned positive reinforcer; Stop, Quit, and Don't—how to train several animals at once; the saga of Loon, the diabetic primate, whose life and breeding potential were saved by zoo trainers through shaping of voluntary acceptance of daily insulin shots and routine blood sampling. Volume II: *Difficult Dolphins and Bright Birds*: training unusual species; using a whistle and food to shape cooperative behavior in a dangerous bull elephant; the drawbacks of praise; more on conditioned reinforcers; a creative canine, teaching a dog to invent its own responses. *Supertraining! How modern animal trainers use operant conditioning.* VHS Volume I and II, 55 minutes each. \$89.95 plus \$4.00 S&H. Produced by Sunshine Books, North Bend, WA.

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***Dolphin Lovers Take Note.*** . . Arrangements are in progress for special "behavioral" backstage tours of the Shedd Aquarium and the Brookfield Zoo during this year's ABA Convention in Chicago. Both the zoo and the aquarium are among the largest in the country, and both organizations have extensive behavioral management programs in place. At the Shedd Aquarium, Head trainer Ken Ramirez, this year's President of the International Marine Animal Trainers Association, is responsible for a large training staff and several species of whales, dolphins, and pinnipeds, all managed by operant conditioning. At the Brookfield Zoo, in addition to marine animal performances, modern techniques are being applied to the training and handling of primates, elephants, bears, and even birds, and to the behavioral enrichment of zoo denizens' environments. The tours will be limited to ABA conference participants and/or their families and will probably last about 2 hours. The Shedd Aquarium is 10 minutes from the Marriott; the Brookfield Zoo is about 40 minutes away. Times and dates will be posted at the conference, or call Karen Pryor, (206) 888-4708, for more information.

*Continued on page 14*

## Language

**Savage-Rumbaugh, E.S., Murphy, J., Sevcik, R.A., Brakke, K.E., Williams, S.L., & Rumbaugh, D.** *Language comprehension in ape and child.* Is language comprehension unique to humans, reflecting a novel biological adaptation? In this monograph, researchers compared the language comprehension skills of a child and a bonobo ape sharing a common caretaker from infancy. The results, showing that both subjects comprehended simple syntactic devices and novel requests, are discussed in the light of a model of language evolution. The authors suggest that the potential for language comprehension preceded the appearance of speech by several million years.

Monographs of the Society for Research on Child Development, #233, vol. 589, no. 3. 1993 385 p. (est.). 5 Paper ISBN: 0-226-73542-7 \$14.50. Available 4/93

## Rehabilitation

**Jacobs, H.E. (1993).** *Behavior Analysis Guidelines and Brain Injury Rehabilitation.* The debate over cognitive vs. behavior treatment is simply unproductive. Practically speaking, effective rehabilitation programming uses a combination of strategies that are directed towards each person's goals—returning to home and family, getting back to work, and developing satisfying relationships. Well integrated and multi-focused programming is vital to this process, but to be effective, it must be used correctly. And that not only means having the latest technical information at your fingertips. It means preserving the dignity of each person. And offering the kind of respect, caring and supportive environment that make clients and their families part of the treatment team—and the center of every decision making process.

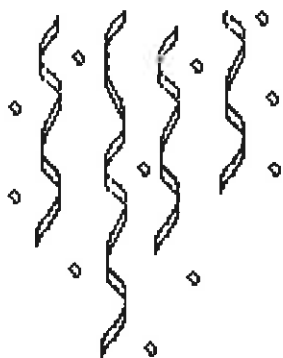
Available from Aspen Publishers, 200 Orchard Dr., Gaithersburg, MD 20878 (800-638-8437). List price: \$79.00 (#20319).

## Research

**Kazdin, A.E. (Ed.).** *Methodological Issues and Strategies in Clinical Research.* Alan E Kazdin, former editor of the Journal of Consulting and Clinical Psychology and Psychological Assessment, has selected engaging articles for use by students and professionals alike. Contents of this publication address experimental design, principles, procedures, and practices that govern research, assessment, sources of artifact and bias, data analysis and interpretation, ethical issues, and publication and communication of the results of research. This collection of articles focuses on clinical psychology. The issues and methods explored are relevant to other areas, such as counseling, educational and school psychology, psychiatry, and social work. The topics selected have been written and organized into articles that reflect the flow of research. These articles convey the interdependence of all phases of research in relation to drawing valid conclusions.

Copies can be obtained from the American Psychological Association, Order Department, PO Box 2710, Hyattsville, MD 20784-0710.

## Reunions at ABA '93

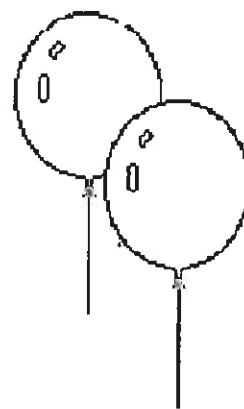


### St. Cloud State University

St. Cloud State University Behavioral Alumni will get together at ABA '93 on Friday, May 28 at 5:00 p.m. Come to the Nook Room in the back of the Upper Avenue Lounge on the 4th floor of the Marriott. All St. Cloud State University Alumni and guests are welcome!

### Change in HDFL Reunion

Through errors of omission and commission, oversight and tomfoolery, the University of Kansas HDFL reunion was misscheduled for Friday evening (May 28). The correct (or new) day and time are Saturday, May 29 (8:00-Midnight) in the Lincolnshire room. The reunion will begin an hour before the ABA Social (9:00PM-1:00AM); the Lincolnshire is just one floor below the Grand Salon. Scheduled and situated this way, the reunion does not conflict with any other ABA-related activities. And, after 9:00, it may join (or not) the social event of the season—that's the reason, ain't we got fun! See you there!



## Advances in Developmental Disabilities Symposium

The Children's Seashore House in conjunction with the Children's Hospital of Philadelphia announces a Symposium to address the definition and causes of LD/ADHD, range of associated complications, early identification, and treatment modalities. The program will be held at Sheraton University City Hotel, 36th & Chestnut Streets, Philadelphia, from September 20 through noon September 22, 1993. For further information, contact The Children's Hospital of Philadelphia Medical Education Office, 34th & Civic Center Blvd., Philadelphia, PA 19104 (800-TRY-CHOP).

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