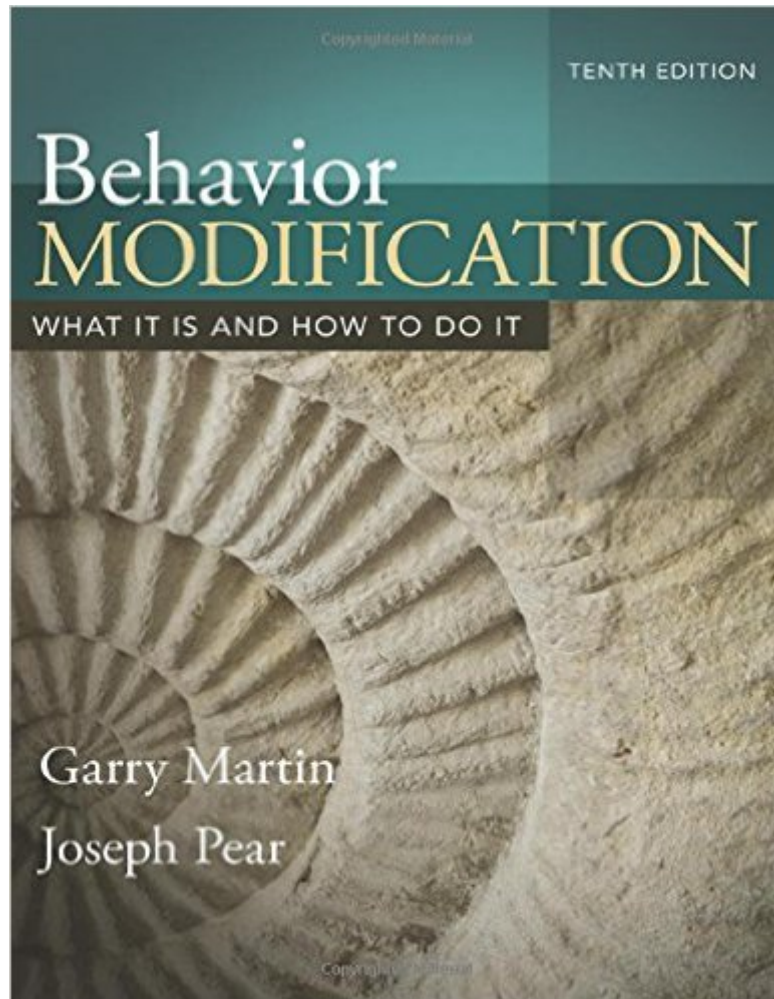


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# Behavior Modification: What It Is And How To Do It



## Synopsis

Behavior Modification, 10/e assumes no specific prior knowledge about psychology or behavior modification on the part of the reader. The authors begin with basic principles and procedures of behavior modification and then provide readers with how-to-skills such as observing and recording. Next, the authors provide advanced discussion and references to acquaint readers with some of the empirical and theoretical underpinnings of the field. Readers will emerge with a thorough understanding of behavior modification in a wide variety of populations and settings.

## Book Information

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## Customer Reviews

I used this book as a special education undergraduate. I found it contained all of the essential information in a format that was not bogged down with technical language. I have since loaned the book to several parents who found its information useful and its style easy and unintimidating. It is full of common, everyday examples in order to help one transition from the theoretical to the concrete.

There is a ton of usable information in this book. The problem is getting past the jargon and text book manner in which it is written. It really is more for university students than the lay person. Keep in mind that it is a text book for 2 consecutive psychology semesters. So, if the answers do not jump out at you, then do not get frustrated. I have read it through a few times and still do not grasp some of it. If you have the patience to apply something as simple as the operant conditioning, you can actually make a habit within a month. For instance, I used to reward myself with 15 minutes of fiction

reading for every chapter of biology that I read. Result? I went from a D to a B within a couple of months. I have helped some of my clients do the same procedure with quitting smoking and sticking with fitness plans. This book is one of the few university text books that I kept after my degree. Doug Setter, Bachelor of Human Ecology, author of *Stomach Flattening* and *One Less Victim*

Martin and Pear's handbook is in its tenth edition. I have purchased 3 previous editions and in the process saw how their approach to behaviour modification evolved. The book should be useful for anyone who deals with behaviour that may need modification (e.g. teachers, coaches and clinicians); it is not only about behaviour therapy (although the book should supply clinicians with a firm theoretical foundation for the latter. I found that, like previous editions, the 10th edition describes behaviour modification well. Martin and Pear clarifies the theory behind behaviour modification in a way I find easy to read and comprehend. They do it so well that one may think you know more about the topic than you actually do. A set of questions at the end of each chapter will reveal the extent to which one has grasped the material covered in that chapter. The questions are not followed by answers - the answers must be sought in the text. Topics are neatly arranged into easily managed ("bite size") chapters. The authors often use practical examples to demonstrate theory and practice. I have used previous editions (and this one) as source book for self-teaching as well as for teaching and training students. Although behavioural approaches do not sit well with all clinicians (and theorists) the empirical evidence for the efficacy of behaviour modification (and behaviour therapy) cannot be ignored.

This is a very detailed book about behavior modification. It literally traces the history of behavioral modification from its origins and progresses into actual techniques that can be used in a variety of setting. Some of the chapters are quite dense, yet interesting. There is a comprehensive summary and the authors do a wonderful job with breaking down large units of information into readable points. There is a useful guide for functional analysis provided. The behavior contract is generic, but a decent basis for an individualized one. Finally, many behavioral methods are explained in simple terms and there are numerous examples that illustrate their usefulness.

I have a son with autism, a wife who is a psychologist and I run a home ABA program as well as helping in my son's pre-school that is instituting an ABA program. You cannot go wrong with this book. The fact that this book is in its 8th edition and is used by many college programs speaks to its strengths. I did read the one dissenting review where it lowered someone's GPA because they

did not understand or test well on the material. ABA is deceptive. While it is just the science of good learning there is a lot of skill and aptitude needed. Being a member of T.O.P.S., Intertel, Mensa, the International High IQ society to name a few I can see that this is not for everyone. Some people are good at being students, some people are good at understanding and implementing good science; with ABA you need to be in the latter group. If you want a good starting/comprehensive book with a lot of meat on the bone this is the one.

I acquired this book during my undergraduate program. I purchased this book brand new and have used it so many times that it is in very worn condition. I have the seventh edition. I am very happy with my book and in all honesty can not imagine how it could have been improved on but the authors did such a great job with the seventh edition I'm sure the latest edition is as equally effective in teaching the reader! This book does a great job of breaking down ABA into a very understandable format. This book is very useful because it pairs technical concepts to many life situations as examples to make it more tangible for the reader. I am now pursuing a graduate degree and I still find this manual useful to reference. This is a wonderful book for an academic setting however I think it is as equally appropriate for the layperson looking to understand the in's and out's of Behavior Modification (i.e. parents of a child with Autism). In all honesty this book is by far my favorite book that I acquired during undergraduate and I have recommended this book to others more times than I can remember. I strongly encourage anyone considering this book to go ahead and buy it!

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