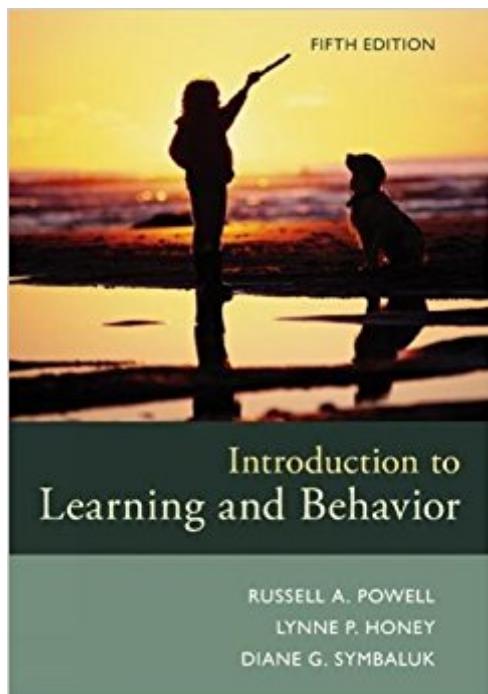


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# Introduction To Learning And Behavior



## **Synopsis**

Offering a variety of innovative teaching tools, INTRODUCTION TO LEARNING AND BEHAVIOR, 5th Edition provides a clear introduction to the principles of learning and behavior. Designed to strike a balance between basic principles and their practical application, it provides an engaging outline of the behavioral approach to psychology and its relevance for understanding and improving the world we live in. This edition includes a new emphasis on behavior self-management -- including an appendix on tactics of behavior self-management as well as "Study Tip" boxes advising students on a range of study behavior issues, from how to best read a textbook to the use of stimulus control procedures to increase concentration and reduce procrastination. Instructors who include self-management projects as a course assignment may particularly appreciate this material. As with past editions, numerous opportunities for review and self-testing help students maximize their understanding and retention.

## **Book Information**

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## **Customer Reviews**

"With each iteration, it seems to be more complete. . . . I very much like the somewhat informal writing style; I think that really resonates with the students (I know it resonates with me).""The contents match my course goals exceptionally well, which is why I have used this text for many years. No content is insufficiently represented; none are superfluous. The book is both balanced and the right length. . . . The writing is clear, examples are useful, and the focus is behavioral and not some neuro-cognitive-behavioral hybrid. Several features are integrated into the chapters,

making the text user-friendly. "I have not found any book that comes close to the usefulness of this book"

Dr. Russell Powell earned his Ph.D. in psychology under the late Frank Epling and David Pierce at the University of Alberta. As a long-standing faculty member at MacEwan University in Edmonton, Alberta, he has taught classes in learning and behavior for over 30 years using a variety of behaviorally inspired formats. He has published and conducted research in a wide range of areas, including operant conditioning, social psychology, sleep and dreams (especially nightmares), self-regulation, and history of psychology. Most recently, he helped identify the individual believed to have been Little Albert, the infant in whom Watson and Rayner (1920) attempted to condition a phobia of furry animals (American Psychologist; Powell, Digdon, Harris, and Smithson, 2014). Lynne Honey -- a self-described "evolutionary behaviorist" -- completed a Ph.D. in experimental psychology in Jeff Galef's lab at McMaster University, studying the role of social learning on alcohol consumption in rats. She has published a number of papers on this topic and considers social learning to be one of the most powerful adaptations available to our species and others. Dr. Honey joined the Department of Psychology at MacEwan University in 2003 because of its focus on teaching and student engagement. She currently conducts research on human social behavior in an evolutionary context, including studies of social dominance, and the influence of personality traits on social behaviors. She also studies the effectiveness of various teaching methods, including peer-review and various uses of technology for learning, and has won an award for innovation in teaching. Diane Symbaluk received her Ph.D. in Sociology from the University of Alberta in 1997, with a specialization in criminology and social psychology. She joined MacEwan University in 1996 in order to pursue her joint passion for teaching and research mentorship. She has taught courses in a variety of areas including social psychology, criminology, statistics, and research methods. She is presently the faculty advisor for MacEwan University's Community-Based Sociology Project, a supervised student-led research program. Her extensive list of publications includes textbooks, journal articles, and more than forty pedagogical resources (e.g., study guides, test banks, instructor manuals, and online resources). A distinguished teaching award winner, Diane is currently conducting research on published student ratings of instruction and character strengths of award-winning instructors.

The book is well-written and provide an good amount of information for students starting to learn about learning and behavior. It does get a bit boring at times, but you just have to push yourself

through it. There is quite a few interesting case studies and examples to help understand the concepts.

Very cheap and shipped really fast. Definitely impressed and will continue to order my books from here!

Book was delivered in great condition.

Nice product wish I could keep it.

exactly what i expected

Nice

This book is one of the most well-written and up-to-date textbooks on radical behaviorism (the scientific philosophy behind behavior analysis/ABA), as well as methodological behaviorism, and operant and respondent conditioning. I also have two minor critiques. First, the text states that ABA is mainly concerned with operant conditioning procedures. While this is often the case, ABA can involve respondent conditioning principles as well. The experimental analysis of behavior is NOT a synonym for behavior analysis. Rather, it is a form of behavior analysis that refers to the principles of behavior, which includes functional analysis, operant and respondent conditioning, stimulus control, stimulus generalization, and habituation (the core philosophy behind systematic desensitization). Second, the text implies that behavior modification is synonymous to behavior analysis. Although the former term is still used by many mental health practitioners today, it is really the older term for ABA (see Mace, 1994; Walsh, 1997; Pelios, Morren, Tesch, & Axelrod, 1999; Mace & Critchfield, 2010). Even though behavior modification used to be synonyms with ABA, the name changed to ABA because the research and practice shifted briefly in the late 1950s and again from the late 1970s to early 1980s and was more methodological rather than radical at the time. Further, behavior was changed without the use of a functional analysis, and the reinforcers were presumed. In contrast to behavior modification--with the goal of changing behavior without having guidelines over how behavior was changed, behavior analysis is more strict in that there ALWAYS needs to be a more thoroughgoing analysis of the behavior-environment interactions before trying to alter behavior--even if this means allowing the client to choose the reinforcer as opposed to being

presumed or only using flooding (prolonged exposure therapy) for phobias as a last resort under a functional behavior assessment or FBA since systematic desensitization (graduated exposure therapy) is more radical and behavior analytic than flooding is). References[3] Baer, D.M., Wolf, M.M., and Risley, T.R. "Some still-current dimensions of applied behavior analysis." *Journal of Applied Behavior Analysis*, 4 ser: 313-327 (1987). PMC. PubMed Central. 12 Sep. 2014.[4] Mahoney, M.J., Kazdin, A.E., and Lesswing, N.J. (1974). "Behavior Modification: Delusion or Deliverance?" In C.M. Franks & G.T. Wilson (Eds.) *Annual Review of Behavior Therapy: Theory and Practice* (p. 11-40). New York: Brunner/Mazel.[5] Pierce, W.D., and W.F. Epling. "What happened to the analysis in applied behavior analysis?" *The Behavior Analyst* 3.1 (1980): 1-9. Web. 29 Oct. 2015.[6] Mace, F. Charles. (1994). "The significance and future of functional analysis methodologies." *Journal of Applied Behavior Analysis*, 27(2): 385-392. PMC. PubMed Central.[7] Walsh, P. (1997). "Bye-bye behaviour modification." In K. Dillenburger, M. F. O'Reilly, and M. Keenan (Eds.) *Advances in Behaviour Analysis* (pgs. 91-102). Dublin: University College Dublin Press.[8] Carr, James E., and Austin, Jennifer L. (1998). "A review of Behavior modification: Principles and procedures by Raymond G. Miltenberger." *Journal of Applied Behavior Analysis*. 31(1), 159-161. 27 Aug. 2016.[9] Pelios, L., Morren, J., Tesch, D., and Axelrod, S. (1999). "The impact of functional analysis methodology on treatment choice for self-injurious and aggressive behavior." *Journal of Applied Behavior Analysis*. 32(2): 185-195. PMC. PubMed Central.[10] Mace, F. Charles, and Critchfield, Thomas S. "Translational research in behavior analysis: Historical traditions and imperative for the future." *Journal of the Experimental Analysis of Behavior* 3rd ser. 93.293-312 (2010). National Institutes of Health. U.S. National Library of Medicine, May 2010.[11] Leslie, Julien C. "Steps towards the wider use of behavior analysis in applied psychology." *European Journal of Behavior Analysis*. University of Ulster at Jordanstown, 2000.[12] "What is OBM?" OBM Network. Organizational Behavior Management Network.

I loved the book! It explained things very clearly and gave examples to ensure understanding. I especially loved the end of the chapter reviews along with the answer keys provided- great to study and use for exams!

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