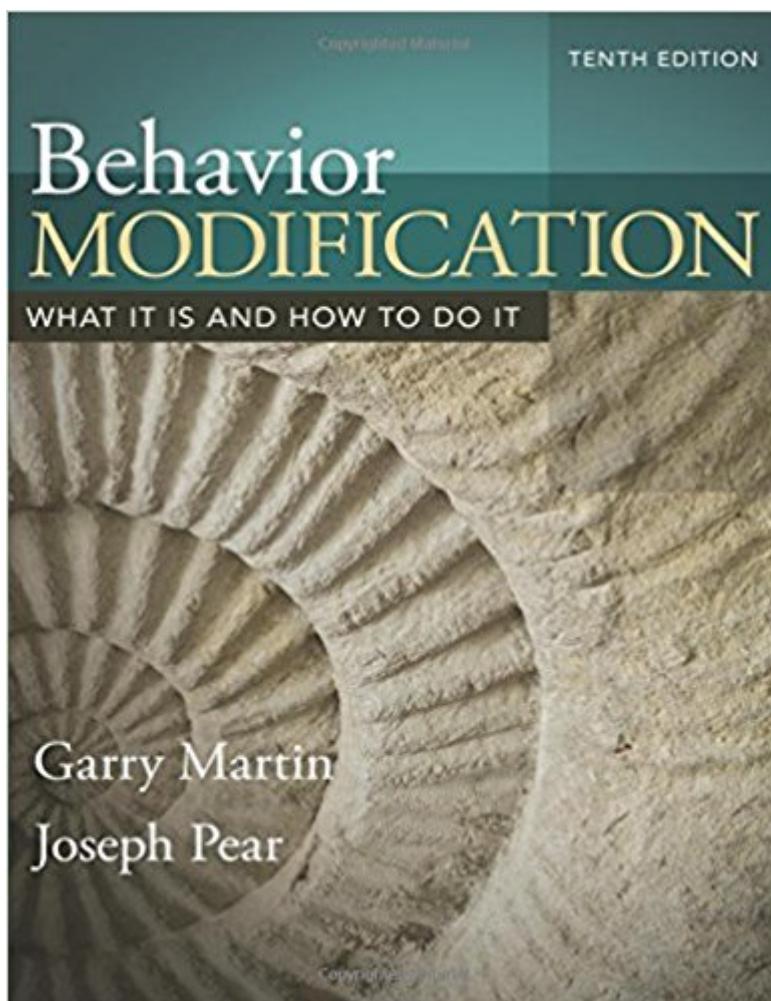


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# Behavior Modification: What It Is And How To Do It



## **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**

Garry Martin, a native Manitoban, attended Colorado College on a hockey scholarship, where he received the BA degree. He then attended Arizona State University for the MA and PhD degrees. Garry returned to Manitoba in 1966 and taught in the Department of Psychology at the University of Manitoba until his retirement at the end of 2008. He is currently a Distinguished Professor Emeritus at the U of M, and he continues to supervise graduate students, teach part-time, and write and publish. He has co-authored or co-edited 8 books and over 150 journal articles on various areas in behavioral psychology. His book, *Behavior Modification: What It Is and How to Do It*, with Dr. Joseph Pear, first published in 1978, is used as a primary text at many universities in 14 countries and various editions have been translated into Spanish, Italian, Portuguese, Chinese, and Korean. His research on behavioral training technologies for improving the quality of life of people with developmental disabilities and children with autism has been supported continuously by the Medical

Research Council of Canada, and now the Canadian Institutes of Health Research for the past 32 years. He has been an invited speaker at numerous national and international conferences around the world. He has supervised 38 Masters theses, and 32 PhD theses at the University of Manitoba, and has received numerous honors and awards, including induction into the Royal Society of Canada. At the 2010 Annual Convention of the Canadian Psychological Association, Garry received the CPA Education and Training Award, the most prestigious education and training award the discipline confers in Canada. Dr. Joseph J. Pear, Professor of Psychology at the University of Manitoba, received the B.S. degree from the University of Maryland and the M.A. and Ph.D. degrees from The Ohio State University. A fellow of Division 6 (Behavioral Neuroscience and Comparative Psychology) and Division 25 (Behavior Analysis) of the American Psychological Association, Dr. Pear has done both basic and applied research. His early applied work was with children with developmental disabilities at the St. Amant Centre, where he founded the Behaviour Modification Unit (now the Psychology Department) in the early 1970s. More recently, he developed Computer-Aided Personal System of Instruction (CAPSI), an instructional program based on the Keller Plan. CAPSI is an award winning program that is being used to teach a number of courses at University of Manitoba and at several other universities in Canada and the United States. It is also a research tool that Dr. Pear and his graduate students use to research the teaching and learning dimensions of university education. Dr. Pear has also done basic research with pigeons and fish using a tracking system that he developed. In addition to Behavior Modification: What It Is and How to Do It with Dr. Garry Martin, Dr. Pear has written two other books: The Science of Learning and A Historical and Contemporary Look at Psychological Systems. He has also written numerous research articles and two encyclopedia articles: "Psychological Systems" in The Corsini Encyclopedia of Psychology (Fourth Edition) and "Physiological Homeostasis and Learning" in Encyclopedia of the Sciences of Learning. He has received awards for Outstanding Contribution to Behaviour Analysis in Manitoba and for Innovative Excellence in Teaching, Learning, and Technology. He also received the Fred S. Keller Behavioral Education Award for Distinguished Contributions to Education.

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.

First off, a lot of these negative reviews seem to be from students forced to read the book and weren't interested in the first place or they are about the packaging and highlights (which, as we all know should not be reviewed on the product page). If you are, like me, in a Master's program for clinical psychology (i.e. to be a therapist)-- BUY THIS BOOK. If you are in an undergraduate psychology program--BUY THIS BOOK. If you are a parent of young children/teens or future parent-- BUY THIS BOOK. If you are interested in improving your life (e.g. weight loss or any other kind of behavior change for self-improvement)-- BUY THIS BOOK. My point is--this book is very informative. The authors describe the pros and cons of the various types of reinforcement as well as descriptions of plans and which work best in certain situations. And if you're considering an older edition (I had the 5th or 6th edition from my undergrad years), buy the 9th edition instead. I thought it was like a new book. The older ones are good but this was far better. It can be pricey but the international copy is about half the price (and is exactly the same besides the difference in British spelling). Well worth the change but if that option is unavailable and you are interested enough--get this book! It was worth the money for me and I think and hope it will be for you as well. Thank you, good luck, and enjoy.

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 settings. 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.

This book covers so much and so clearly. It is a serious introduction to an important topic. The chapters are so well laid out that a mature and/or perpetual student (I am both) can work through it without signing up for the course. People in the mental health professions have got caught up in neurological advances, solution-focused therapies, mindfulness and so on. A solid background in behavior modification is an equally important part of the picture.

If you want to understand how to handle mentally challenged or handi-capped persons, you will see how to moderate their fits of frustration and reduce negative tantrums. Very useful for parents with autism.

Accurate description of book, not in the best condition, but it is nonetheless useable, especially for just renting it. Great price too.

I've used this book throughout my years as a Graduate student and highly recommend it for practitioners, Graduate and undergraduate students.

Very educational for me and how it applies to my personal and professional life. Whether you are a student or a parent, I think the information in this book is useful to understand how behavior is learned and modified.

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