**EAB 3002 Fall 2012**  
**Principles of Behavior Analysis, Section 0953**  
Room; Days; Time: TUR L011; M, W, & F; 4:05–4:55 P.M.  
Final: TUR L011, Wednesday, Dec. 12, 3:00 – 5:00 P.M.

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Rachel Cassidy</th>
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<tbody>
<tr>
<td></td>
<td><a href="mailto:rmckim@ufl.edu">rmckim@ufl.edu</a></td>
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<td></td>
<td>376, Psychology Building</td>
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<td>Office Hours 2:00 – 3:00 p.m. Mondays &amp; Wednesdays, and by Appointment</td>
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**REQUIRED MATERIALS:**

- All other required readings will be posted on Sakai. “SHB” refers to chapters from the book *Science and Human Behavior*, which will be posted in its entirety on Sakai.

**COURSE PURPOSE:**

The purpose of this course to assist students in developing an understanding of the philosophy and methods that are the core of behavior analysis, and an appreciation of the enormous body of data that backs up the philosophical stance towards, and the theoretical formulations about, behavior and its causes that are espoused by behavior analysts.

**COURSE OBJECTIVES:** My primary objective in this class is to familiarize you with the philosophical stance towards behavior that guides and defines behavior analysis. I can’t stress enough how important and helpful it will be for you to question your preconceptions towards behavior and its causes and wrap your head around how behavior analysts view behavior. The Experimental Analysis of Behavior takes a drastically different approach towards the science of behavior than other disciplines within Psychology. It will not be vital that you adopt this philosophy, per se, but education at this level is about learning how to think critically. In short, it will benefit you if come to the class with an open mind about the subject matter so I hope you will 😊

**COURSE STRUCTURE:** You must read carefully before class or you will quickly fall behind.  
The course is arranged so that you take frequent quizzes over relatively manageable portions (Typically 2 chapters in the Pierce & Cheney book, called “units”) of the material rather than just a couple of exams over large portions. For each unit, an opportunity to make up the quiz will be provided, and you may take the make-up **without jeopardy**. That is, if you make a better score on the make-up, that will be your score for the unit. If you make a worse score, you get to keep your original one. Initial and scheduled make-up quizzes are of the same format and cover the same material. **The provision of scheduled make-up quizzes minimizes the need for specially arranged make-up exams.** Only in the most extreme of circumstances will an individually tailored make-up exam be arranged.  
I will provide a detailed Study Guide for every Unit on Sakai. I strongly encourage you to take advantage of it. If you come to my office hours, it would be very helpful for you to have **specific questions from the study guides**.
Students requesting classroom accommodation must first register with the Dean-of-Students office. That office will provide documentation to the student that the student then provides to the instructor when asking for an accommodation.

SCORE-KEEPING

Each of the 6 unit quizzes, and its make-up quiz, will be worth 40 points (consisting of 10, 1-pt. multiple-choice/fill-in items and several short answer questions worth 30 pts total); your score for a unit will be the better of the two scores, if you take both quizzes. The final is worth 100 points. The maximum number of points achievable, therefore, is 340. You will be provided very rapid feedback about your performance on the unit quizzes and make-up quizzes. Specifically, the correct answers will be provided to you as soon as the exam is completed. Thirty-five minutes of class time will be allocated to the taking of the quiz, after which the correct answers will revealed. The exception to this practice is the final exam, which will not be followed immediately by provision of the correct answers.

For each unit, you will be responsible for the reading assignment listed below and for the lecture material from that unit.

Because of the practice of providing rapid feedback about quiz performance, it is important for students to be on time for the quizzes so that others do not have to wait for late-comers to finish. Consequently, anyone arriving more than 5 minutes after the beginning of the class period on a quiz (or make-up) day will not be permitted to take the quiz.

The instructor reserves the right to scale scores on a quiz. That is, if no one in the class achieves a perfect score on a quiz, and it is deemed by the instructor that that was because of undue difficulty or other problems (e.g., mistyped question) then every student’s score may be increased by a fixed amount to correct for the problem. Scaling, if it occurs, will always be upward.

The final exam will be cumulative, covering all the material for the course. This is necessitated in part by the nature of the material, which itself is cumulative. The final exam will consist of 50 multiple-choice items and because of the small number of items and large amount of material it will focus on the main points from each unit. More explanation will be provided as we get closer to that date.

EXTRA CREDIT: If you completely fill out the study guide for a unit, fully and accurately, you may turn it in to me for 5 points of extra credit. You may only do this for four units total.

Cheating, lying, misrepresentation, plagiarism

Don’t. Violations of the UF Honor Code, either cheating or helping someone else cheat, will result in the assignment of a grade of E (Fail) for the course.

Policy Related to Make-up Work

I expect you to attend and be prepared to participate in all class sessions. Personal issues with respect to class attendance or fulfillment of course requirements will be handled on an individual basis.

Statement Related to Accommodations for Students with Disabilities

If you require classroom accommodation because of a disability, you must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide
documentation to you, which you then give to the instructor when requesting accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework.

**Final grades will be assigned as follows:** Note that these scores are not relative. That is, grading is not “on a curve.” The good news, therefore, is that everyone can get an “A.” The bad news is that the score you get exactly determines your grade.

<table>
<thead>
<tr>
<th>Total points earned</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>313+</td>
<td>A</td>
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<tr>
<td>306-312</td>
<td>A-</td>
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<tr>
<td>296-305</td>
<td>B+</td>
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<td>279-295</td>
<td>B</td>
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<tr>
<td>272-278</td>
<td>B-</td>
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<tr>
<td>262-271</td>
<td>C+</td>
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<td>245-261</td>
<td>C</td>
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<td>238-244</td>
<td>C-</td>
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<tr>
<td>228-237</td>
<td>D+</td>
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<tr>
<td>211-227</td>
<td>D</td>
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<tr>
<td>204-210</td>
<td>D-</td>
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<tr>
<td>0-203</td>
<td>E</td>
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**Daily activities (Exam times in RED)**

<table>
<thead>
<tr>
<th>DATE/DAY</th>
<th>TOPIC OR ACTIVITY/READING ASSIGNMENT</th>
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<tbody>
<tr>
<td></td>
<td><strong>UNIT 1 – Overview of Behavior Analysis</strong></td>
</tr>
<tr>
<td>Aug. 22</td>
<td>Course &amp; Instructor Introduction</td>
</tr>
<tr>
<td>24 F</td>
<td>What is Science? What is Behavior Analysis?</td>
</tr>
<tr>
<td>27 M</td>
<td>Behavior Analytic Assumptions</td>
</tr>
<tr>
<td>29 W</td>
<td>Units, Response Classes, EOs</td>
</tr>
<tr>
<td>31 F</td>
<td>Individual-subject methods</td>
</tr>
<tr>
<td>3 M</td>
<td><strong>NO CLASS – LABOR DAY</strong></td>
</tr>
<tr>
<td>Sept. 5</td>
<td><strong>UNIT 1 QUIZ</strong></td>
</tr>
<tr>
<td>7 F</td>
<td>Purposive (operant) behavior</td>
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**UNIT 2 – Basic Effects of Behavioral Consequences & Schedules**
- Covers Pierce & Cheney, Ch. 4; SHB Ch. 5

10 M  **UNIT 1 MAKE-UP QUIZ**
Covers Unit 1 Lecture and Pierce & Cheney Chapters 1 & 2, Skinner, About Behaviorism Reading and SHB Chapters 2 & 3

12 W  Extinction
- Covers rest of Pierce & Cheney, Ch. 4

14 F  Differential reinforcement and shaping, Schedules
- Covers Pierce & Cheney, Ch. 5, Skinner’s A Case History

17 M  Basic schedules of reinforcement
- Covers Pierce & Cheney, Ch. 5

19 W  Complex schedules
- Covers Pierce & Cheney, Ch. 5

21 F  **UNIT 2 QUIZ**
Covers Unit 2 Lectures, Pierce & Cheney Chapter 4 & 5, SHB Ch. 5, Skinner’s A Case History

**UNIT 3 – Operant/Respondent Interactions, Stimulus Control**

24 M  Respondent Behavior
- Covers P & C Ch. 3, p. 46-51 Only

26 W  Operant/respondent interactions
- Covers P & C Ch. 7 p. 149-154, & 158-160

28 F  **UNIT 2 MAKE-UP QUIZ**
Covers Unit 2 Lectures, Pierce & Cheney Chapter 4 & 5, SHB Ch. 5, Skinner’s A Case History

Oct. 1 M  Stimulus control of operant behavior
- Covers P & C Ch. 8, SHB Ch. 8

3 W  Stimulus Control
- Covers P & C Ch. 8

5 F  Complex discriminations/Remembering
- Covers P & C Ch. 8

8 M  **UNIT 3 QUIZ**
Covers Unit 3 Lectures, P & C Chapter 3 p.46-51, Ch 7 p. 149-154, & 158-160 & Ch. 8; SHB Ch. 8

**UNIT IV – Aversive Control**

10 W  Negative reinforcement

12 F  **UNIT 3 MAKE-UP QUIZ**
Covers Unit 3 Lectures, P & C Chapter 3 p.46-51, Ch 7 p. 149-154, & 158-160 & 8; SHB Ch. 8

15 M  Avoidance
- Covers P & C Ch. 6

17 W  Punishment
- Covers P & C Ch. 6, SHB Ch. 12

19 F  Ethics of Punishment Procedures
- Covers P & C Ch. 6, Linscheid et al. (1990)

22 M  **UNIT 4 QUIZ**
Covers Unit 4 Lectures and P & C Ch.6, SHB Ch. 12; Linscheid et al. (1990)
UNIT 5 – Choice & Conditioned Reinforcement

24  W  Methods of Studying Choice
     - Covers P & C Ch. 9
26  F  Theories of Choice
     - Covers P & C Ch. 9
29  M  UNIT 4 MAKE-UP QUIZ
     Covers Unit 4 Lectures and P & C Ch. 6, SHB Ch. 12; Linscheid et al. (1990)
31  W  Self-Control & Delay Discounting
     - Covers P & C Ch. 9, Rachlin & Green (1972)
Nov. 2  F  Conditioned Reinforcement
     - Covers P & C Ch. 10
5   M  Conditioned Reinforcement
     - Covers P & C Ch. 10
7   W  Conditioned Reinforcement
     - Covers P & C Ch. 10
9   F  NO CLASS – VETERANS DAY
12  M  UNIT 5 QUIZ
14  W  Covers Unit 5 Lectures, P & C Chapter 9 & 10, Rachlin & Green (1972)

UNIT 6 – Rule-Governed & Verbal Behavior

16  F  Rule-Governed Behavior
     - Covers P & C Ch. 11 p. 257-263
19  M  UNIT 5 MAKE-UP QUIZ
     Covers Unit 5 Lectures, P & C Chapters 9 & 10, Rachlin & Green (1972)
21  W  NO CLASS – THANKSGIVING
23  F  NO CLASS – THANKSGIVING
26  M  Verbal Behavior
     - Covers P & C Ch. 12; P &C Ch. 11 p. 257-263
28  W  Verbal Behavior
     - Covers P & C Ch. 12, Skinner (1981)
30  F  UNIT 6 QUIZ
     Covers Unit 6 Lectures and P &C Ch. 11 p. 257-263, P & C Ch. 12
     Skinner (1981)
Dec. 3  M  Questions on anything covered - Final
5   W  UNIT 6 MAKE-UP QUIZ
     Covers Unit 6 Lectures and P &C Ch. 11 p. 257-263, P & C Ch. 12;
     Skinner (1981)
12  W  FINAL EXAM
     3:00 – 5:00 PM, Regular classroom