

Behavior Control

Prepared by:

Ling Teck Keong

Chew May Eng

Daniel Su Kai Min

Carrie Geraldine Aralis

Lecturer: Assoc. Prof. Dr. Azizi Yahaya

Behaviour Modification

- Behaviour modification is the use of empirically demonstrated **behaviour change techniques** to increase or decrease the frequency of behaviours, such as altering an individual's behaviours and reactions to stimuli through positive and negative **reinforcement** of **adaptive behaviour** and/or the reduction of ~~behaviour through its extinction,~~ punishment and/or satiation.

Behaviour Modification

What is behaviour modification?

The behaviourist principles operate on the following tenets:

- ❑ 1) Behaviour is controlled by **antecedents**, events which occur before a **behaviour** is exhibited, and
- ❑ 2) By **consequences**, that is, events which occur after a behaviour is exhibited.
- ❑ 3) These antecedents and consequences can be changed in order to increase or decrease the chance that a given behaviour will continue to be exhibited.
- ❑ 4) Behaviour, appropriate as well as inappropriate, is learned.

Behaviour Modification

What are the aims of behaviour modification?

- Behaviour modification techniques aim to manipulate the antecedents and consequences of behaviour so that the likelihood of appropriate behaviour is increased and inappropriate behaviour is decreased.
- Proactive behaviour modification, interventions which avoid the utilization of aversive consequences, also involves teaching new and more appropriate skills (positive programming).
- The reason for this is the belief that all behaviour is learned. If you are trying to reduce an inappropriate behaviour, an appropriate behaviour must be taught as an alternative.