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 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.
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.
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.