Behavioral Modification Proposal Plan

**Due Date: Monday February 27th (B-Day) & Tuesday February 28th (A-Day)**

**Purpose of Assignment**:

In our culture today, many things have changed: from a new globalized world, a technology revolution, the nature of relationship between parents and children, teachers and pupils, overall family dynamics, etc. With these new changes, multifaceted problems have emerged. Attempting to solve these problems can be a challenge, for where does one begin to rid the world of apathy, complacency, social injustice, inequality, or ignorance? These manifestations often have ignored roots and a troubled history, both of which cannot be undone. So where do we start?

The behavioral perspective is concerned primarily with the observable and measurable aspects of human behavior, supposing that because human behavior is learned, all behavior can be unlearned and new behaviors learned in its place. Behaviorists assume that the only things that are real (or at least worth studying) are the things we can see and observe. Therefore for this assignment, we will work as behaviorist to identify a problem in society relating to school or the home, designate a new target behavior, and design a specific behavioral modification proposal plan to effectively change that behavior and thereby beginning to change a bigger contextual problem in society at large.

**Paper Requirements**

* **Introduction**
  + Identify a problem in schools or the home today (this can be a bigger, more overarching problem, such as apathy, ignorance, disrespect, etc.). Define the problem and explain why this is a problem.
  + Then situate the problem around an observable behavior. Here you need to discuss how you’ve observed a particular behavior, which relates to the bigger problem you’re interested in. (for example: A**pathy is a problem because.......……. An observed behavior revealing the apathy of today’s youth would be students who never turn in their assignments.**)
  + Finally state the target behavior. A target behavior is a behavior selected to be changed. For example, if you think kids not turning in assignments is the observable behavior relating to apathy, then the target behavior is to get students to turn in assignments (on time).
* **Background sources**
  + Research two previous studies from the behavioral perspective, that will provide insights and inspiration for your own behavioral modification proposal plan. For example, you may choose one research study covered in class such as those conducted by Ivan Pavlov, John Watson, Edward Thorndike, or B.F. Skinner. You will then need to research one study of your own, not covered in class. Follow the following format for discussing those studies:
    - State the researcher and study.
    - State the purpose of their study (hypothesis, research questions, etc).
    - State the results of their research.
    - Finally explain how their study will influence your behavior modification plan.
* *This section should be formatted in a paragraph or two, for EACH of the two required background sources.*

***\*\*the introduction and background section of your paper will be due before Tuesday, February 21st (B-Day) and Wednesday, February 22nd (A-Day). You must share your document with me via google drive or from the research paper submission option on our class website.***

* **Proposal**
  + In this section, explain the rationale behind your behavior modification proposal. Explain what techniques you are selecting and why. For instance follow the following guidelines:
    - State: **In order to reach the target behavior, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(positive/negative reinforcement, positive/negative punishment) should be applied.**
    - Define reinforcement or punishment, and what it means to apply positive/negative reinforcement/punishment.
    - Explain why you made this choice. For instance, you could discuss the problems with punishment which prompted you to select reinforcement, as outlined in the PowerPoint and textbook. You could also talk about the better long-term effects of reinforcement, etc. If your problematic behavior warrants immediate change due to its detrimental nature, discuss why punishment instead should be applied. In some cases perhaps punishing the behavior is necessary. Some may feel they need to initially begin with punishment and transition to reinforcement, or vice versa. Explain why that transition is necessary and how it would work. This section is all about thorough explanations! The more you explain the better.
    - If any form of reinforcement is used, explain the schedule to be used. Will this be continuous/partial reinforcement, fixed/ variable interval/ratio? Explain how your plan will be carried out and WHY this is the best schedule to reach your target behavior.
    - Finally, if you will be using any shaping, explain how that will work. How will you incrementally build subjects’ way up to reach the target behavior?
* **Outcomes**
  + The final section of your paper should discuss anticipated outcomes. What can be expected if this behavior modification plan is executed? (This is where you talk about the benefits of this plan and how the overall problem can be improved or alleviated as a result of implementing your plan. Convince your audience that your proposal is worth considering.)
* **Conclusion**
  + Summarize your paper briefly. State the problem and why solving it is so important. Summarize your plan and discuss how it will work to solve the bigger problem. (Basically a 3-4 sentence summary of everything you’ve covered in the paper.
* **Reference section** 
  + Cite your two references

**Formatting requirements:**

You need to follow APA format for this paper. Guidelines on how to format in accordance with APA can be found at the following websites:

<http://www.citationmachine.net/apa/cite-a-website>

<https://owl.english.purdue.edu/owl/resource/560/01/>

<https://owl.english.purdue.edu/media/pdf/20090212013008_560.pdf> (APA sample paper)

**You should have a running head with page numbers, title page, bolded headings for each section, Times New Roman font, 12-poiint font, in-text citations as needed, and an appropriately formatted reference section.**

**Total suggested length:** 2-4 pages, not including title page and reference page.