Contents

List of Contributors	ix
Preface	xi
Emilio Ribes-Inesta	
Introduction	xiii
Fred S. Keller	
Contents of the Previous Volume	xv
RESEARCH ON SOME BASIC MECHANISMS IN THE DEVELOPMENT OF SOCIAL BEHAVIOR	1
Florente Lopez R., M. Delith Balabán, Salvador A. Galesso, M. Luisa Mendonqa, and Nelson Zanata	
Cooperation and Competition Imitation References	2 12 24
USING ARRANGED AND PROGRAMMED EVENTS TO ALTER SUBTRACTION PERFORMANCE OF CHILDREN WITH LEARNING DISABILITIES	27
Tom Lovitt, Debby Smith, John Kidder, and Roxanne Evison	
Experiment I	30
Experiment II	44
General Discussion	59
References	62

⁄i	Contents
CASE HISTORY OF A BEHAVIOR-MODIFICATION PROJECT IN A PUBLIC SCHOOL	63
David Phillips	
Special Education Appendix: Application of Behavioral Principles to Classroom Settings	64 73
MEASUREMENT AND ANALYSIS OF CLASSROOM BEHAVIOR	107
Emilio Ribes-Inesta	
Evaluation of Relevant Behaviors Functional Analysis of Classroom Behavior Preliminary Data On a Descriptive Pilot Study Final Considerations References	108 112 115 123 124
THE DESIGN OF CLASSROOM CONTINGENCIES	127
Don Bushell, Jr.	
The Question of Usefulness Behavior Analysis in Project Follow Through Signs of Progress A Closing Comment References	128 129 134 141 142
AN INTERNATIONAL VENTURE IN BEHAVIOR MODIFICATION	143
Fred S. Keller	
A PERMUTATION ON AN INNOVATION	15 7
J. Gilmour Sherman	
THE ESSENTIAL COMPONENTS OF EFFECTIVE INSTRUCTION AND WHY MOST COLLEGE TEACHING IS NOT	163
Jack L. Michael	

Contents	vii
BEHAVIOR MODIFICATION AND THE ROLE OF THE UNIVERSITY IN EFFECTING SOCIAL CHANGE	177
Roger E. Ulrich	
Effecting Change in the University	179
Behavioral Instruction	181
Effecting Change in Community Institutions	183
Establishing a New Institution	187
References	191
ARE BEHAVIORAL PRINCIPLES FOR REVOLUTIONARIES?	195
James G. Holland	
Index	209