Behavior Modification Project

See p. 250 of your text!

*For this assignment, you will apply the principles of **operant conditioning** to modify an existing behavior. You will propose a program for changing a behavior and then later, after implementing your program, report on its results with a film or paper.*

The following steps are very important to the success of your assignment.

1. **Identify a target behavior to be modified**, either an undesirable behavior that you would like to eliminate or a desirable behavior that they would like to strengthen. (study habits, sporting skills, health habits, or personal interaction skills)

Examples of potential **undesirable behaviors** to eliminate include
- smoking cigarettes,
- eating fatty foods,
- watching too much TV,
- speeding, poor driving,
- phobias or anxieties,
- procrastination before exams or papers.

Examples of desirable behaviors to be increased include
- remembering people's names,
- becoming more punctual with respect to class or social events,
- spending more time doing homework,
- using a turn signal, seat belt, BRAKES, while driving,
- increasing a skill in sports (e.g., using a left foot in soccer, increasing free-throw percentage in basketball).

2. After identifying the **target** behavior, you will monitor your behavior and try to generate a plausible **explanation for why the problem exists**. What is reinforcing the behavior? You should also describe why you want to change the behavior and what benefits change will bring.

3. Next, carefully design a program for modifying the behavior. **Provide yourself with a positive reinforcer that is contingent on specific improvements in the target behavior**. You can use the same reinforcer that now maintains your undesirable behavior. Tokens could be used, for every hour of homework = 1 token. 1 token = 1 hour of TV!

4. Remember you may need to use **shaping** in regards to your new behavior.

5. Lastly, to what degree **was the program successful?** If you succeeded, propose a plan to help you maintain the change. If it failed, propose (but do not carry out) an alternative plan that might be more successful in the future.

6. Your film will demonstrate all the elements of the behavior modification as listed above. It should be no longer then 5 minutes in length. If you choose to write a paper it will be 3 pages, 12 pt. font, with 1 inch margins, no title page needed. Please include some sort of graph that visually shows your target behavior and frequency.

7. All projects will be turned in through Google Classroom no later then **December 13th**