CHAPTER 28: FUTURE CHALLENGES FOR THE FIELD AND YOU

❖ **APPLIED BEHAVIOR ANALYSIS – SIGNIFICANT STRENTHS**
- highly effective
- produce obvious improvements in behavior quickly
- can be applied in a wide variety of settings to change almost any behavioral deficit or excess

❖ **CHALLENGES FOR BEHAVIOR ANALYSIS**

1. ***Still use ''intuitive'' processes***: although functional assessments are widely used, some professionals who design behavior change programs probably still use ''intuitive'' processes instead of functional assessments in choosing treatment methods.

2. ***Incorrect Implementation:*** behavior analysis techniques are not always implemented correctly.
   - For instance, staff members who administer interventions may become lax in applying the techniques if they are not carefully and periodically trained and monitored in their efforts

3. ***Relapse***: behavioral methods change problem behaviors while the programs are in effect, but the behavior sometimes regresses after the programs have ended.

4. ***Documenting Cost–Benefit Ratios:*** to justify conducting its interventions in relation to their financial costs. Most therapy techniques that we know are effective have not yet been subjected to cost–benefit analyses.

   - **Cost–benefit ratios**: the extent to which providing the intervention saves more money in the long run than it costs
   - **Two promising approaches for reducing costs involve:**
     - Using the *mass media* and *Internet* to deliver interventions.
       * For instance, an intervention that used TV and radio to provide training in behavioral techniques, such as progressive muscle relaxation, greatly reduced the headaches and medication usage of people with chronic headaches
       * Used the Internet to monitor behavior and address the antecedents and consequences of behaviors, such as to increase novelists' writing and to help people quit smoking.

❖ **IMPROVING THE FIELD OF APPLIED BEHAVIOR ANALYSIS**

- *Using a multiple-baseline design***:** shows systematic decreases in problem behavior as each reinforcer is addressed. Addressing all reinforcers for a behavior problem improves the success of the program and enables behavior analysts to apply behavior analysis methods more effectively.
- ***Behavior analysis techniques*** useful in correcting behavior problems that already exist, they have shown some promise in the prevention of human suffering and problem behaviors, too.

❖ **SCOPE OF BEHAVIOR ANALYSIS APPLICATION**

- Its scope has ***expanded greatly***:-
- application of behavior analysis methods:
  - Nurses in hospitals, students in regular classrooms, workers in industries, athletes on sports teams, and the general population to improve their health and energy conservation behaviors.

❖ **INTEGRATING THERAPY APPROACHES**

- *Use of medication:* common form of integration with behavior therapy in treating e.g. anxiety disorders, depression, and hyperactivity

❖ **ENHANCING THE IMAGE OF APPLIED BEHAVIOR ANALYSIS**

  - Applied behavior analysis and behavior modification have similar meanings
  - Behavior modification was the first label applied to the behavioral techniques
  - Assessments of the image of applied behavior analysis generally still use the term behavior modification

❖ **CAREERS IN APPLIED BEHAVIOR ANALYSIS**
  - Teaching special education in public or private schools
  - Training individuals with developmental disabilities in institutions
  - Providing clinical psychotherapy with cognitive and behavioral techniques
  - Teaching and conducting research in behavior analysis in colleges
  - Improving work and safety behaviors in industry
  - Improving health-related behaviors of medical patients

Two good sources can help you find the type of job you want: **Association for Behavior Analysis International (ABAI)** and the **American Psychological Association (APA)**, each of which offers job placement services and provides information about these services at their websites.

❖ **TRAINING IN APPLIED BEHAVIOR ANALYSIS**

- New professionals in applied behavior analysis could become certified through the **Behavior Analyst Certification Board (BACB)**

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