



Psychology (PSYC) 365

Behaviour Modification Principles (Revision 5)

Status:

Replaced with new revision, see the [course listing](#) for the current revision

Delivery mode:

Individualized study online with eText . Delivered via Brightspace.

Credits:

3

Areas of study:

Arts, Science, or Social Science

Prerequisites:

PSYC 289 or professor approval.

Precluded:

None

Challenge:

PSYC 365 has a challenge for credit option.

Faculty:

Faculty of Humanities and Social Sciences

Overview

PSYC 365: Behaviour Modification Principles introduces students to the field of applied behaviour analysis, which is concerned with understanding behaviour problems and solving those problems through the application of behaviour-change techniques. Students will become familiar with the general characteristics of applied behaviour analysis as well as specific procedures including reinforcement, shaping, chaining, respondent conditioning, response cost, avoidance and escape learning, schedules of reinforcement, and stimulus discrimination procedures. Students will also learn to work with behavioural data, learning to measure and record behaviours and display behavioural data in graphic form. This will allow students to begin to conduct elementary research projects in the field of applied behaviour analysis.

Outline

- Unit 1: Introduction
- Unit 2: Dealing with Data
- Unit 3: Reinforcement and Extinction
- Unit 4: Aversive Control
- Unit 5: Schedules of Reinforcement
- Unit 6: Stimulus Discrimination and Motivating Operations
- Unit 7: Shaping, Fading, and Chaining
- Unit 8: Respondent Conditioning
- Unit 9: Behaviour-Change Generality and Antecedent Control

Learning outcomes

After completing PSYC 365, you should be able to

1. Explain the general characteristics of applied behaviour analysis.
2. Identify and provide examples of specific procedures of behaviour modification including reinforcement, shaping, chaining, respondent

conditioning, response cost, avoidance and escape learning, schedules of reinforcement, and stimulus discrimination procedures.


3. Work with behavioural data by measuring and recording behaviours and displaying behavioural data in graphic form.
4. Reflect upon and evaluate research articles on behaviour modification.

Evaluation


To **receive credit** [↗](#) for PSYC 365, you must achieve a mark of at least **C- (60 percent)** [📄](#)) on the examination and obtain a course composite grade of at least **D (50 percent)** [📄](#) . You must also complete the assignments and all of the unit quizzes. The weighting of the composite grade is as follows:

Activity	Weight
Unit Quizzes (9)	3% each, 27% total
Assignment 1: Mastering the Basics of Virtual Analysis	6%
Assignment 2: Extension Modules	12%
Assignment 3: Research Articles	20%
Final Examination	35%
Total	100%



The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#) .

Materials

Martin, G. L., & Pear, J. (2019). *Behavior modification: What it is and how to do it* (11th ed.). Pearson.  (eText)

eText

Registration in this course includes an electronic textbook. For more information on [electronic textbooks](#) , please refer to our [eText Initiative site](#) .

Other Materials

The course materials include course information and a study guide, as well as several online readings.



Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about [challenge for credit](#)  can be found in the Undergraduate Calendar.





Evaluation

To [receive credit](#)  for the PSYC 365 challenge registration, you must write the examination alone, worth 100% of your final grade, and you must achieve a grade of at least **C- (60 percent)**  or more on the examination.



Challenge for credit course registration form

Important links

- › [Academic advising](#) 
- › [Program planning](#) 
- › [Request assistance](#) 
- › [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 5, December 19, 2023

Updated October 2, 2024

View **previous revision** 
