

Table of Contents

Glossary

John O. Cooper, Timothy E. Heron, William L. Heward	1
1. Definition and Characteristics of Applied Behavior Analysis	
John O. Cooper, Timothy E. Heron, William L. Heward	22
2. Basic Concepts	
John O. Cooper, Timothy E. Heron, William L. Heward	44
3. Selecting and Defining Target Behaviors	
John O. Cooper, Timothy E. Heron, William L. Heward	68
4. Measuring Behavior	
John O. Cooper, Timothy E. Heron, William L. Heward	92
5. Improving and Assessing the Quality of Behavioral Measurement	
John O. Cooper, Timothy E. Heron, William L. Heward	122
6. Constructing and Interpreting Graphic Displays of Behavioral Data	
John O. Cooper, Timothy E. Heron, William L. Heward	146
7. Analyzing Behavior Change: Basic Assumptions and Strategies	
John O. Cooper, Timothy E. Heron, William L. Heward	178
8. Reversal and Alternating Treatments Designs	
John O. Cooper, Timothy E. Heron, William L. Heward	196
9. Multiple Baseline and Changing Criterion Designs	
John O. Cooper, Timothy E. Heron, William L. Heward	220
10. Planning and Evaluating Applied Behavior Analysis Research	
John O. Cooper, Timothy E. Heron, William L. Heward	245
11. Positive Reinforcement	
John O. Cooper, Timothy E. Heron, William L. Heward	276
12. Negative Reinforcement	
John O. Cooper, Timothy E. Heron, William L. Heward	311

13. Schedules of Reinforcement	324
John O. Cooper, Timothy E. Heron, William L. Heward	
14. Punishment by Stimulus Presentation	344
John O. Cooper, Timothy E. Heron, William L. Heward	
15. Punishment by Removal of a Stimulus	374
John O. Cooper, Timothy E. Heron, William L. Heward	
16. Motivating Operations	390
John O. Cooper, Timothy E. Heron, William L. Heward	
17. Stimulus Control	408
John O. Cooper, Timothy E. Heron, William L. Heward	
18. Imitation	426
John O. Cooper, Timothy E. Heron, William L. Heward	
19. Chaining	434
John O. Cooper, Timothy E. Heron, William L. Heward	
20. Shaping	454
John O. Cooper, Timothy E. Heron, William L. Heward	
21. Extinction	468
John O. Cooper, Timothy E. Heron, William L. Heward	
22. Differential Reinforcement	481
John O. Cooper, Timothy E. Heron, William L. Heward	
23. Antecedent Interventions	498
John O. Cooper, Timothy E. Heron, William L. Heward	
24. Functional Behavior Assessment	510
John O. Cooper, Timothy E. Heron, William L. Heward	
25. Verbal Behavior	536
John O. Cooper, Timothy E. Heron, William L. Heward	
26. Contingency Contracting, Token Economy, and Group Contingencies	558
John O. Cooper, Timothy E. Heron, William L. Heward	
27. Self-Management	583
John O. Cooper, Timothy E. Heron, William L. Heward	
28. Generalization and Maintenance of Behavior Change	622
John O. Cooper, Timothy E. Heron, William L. Heward	
29. Ethical Considerations for Applied Behavior Analysts	664
John O. Cooper, Timothy E. Heron, William L. Heward	
Bibliography	685
John O. Cooper, Timothy E. Heron, William L. Heward	