

This Week's Citation Classic

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Ullmann L P & Krasner L, eds. *Case studies in behavior modification.* New York: Holt, Rinehart & Winston, 1965. 401 p. [Univ. Illinois, IL and State Univ. New York, Stony Brook, NY]

This is the first book to use the words 'behavior modification' in its title. It has 85 pages of introductory material and 50 reprinted clinical/experimental papers. It brought together widely separated material and provided a workable alternative to psychoanalytic theories. [The *Science Citation Index*[®] (SCI[®]) and the *Social Sciences Citation Index*[™] (SSCI[™]) indicate that this book has been cited over 480 times since 1965.]

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"Because of crowding, Len Krasner, as training unit chief, and I, as coordinator of a research project, were placed in an isolated Quonset hut at Palo Alto VA. We combined his work on verbal conditioning (independent variable) and my work on emotional expressiveness (dependent variable) and found that we could obtain effects on major indicants of schizophrenia that were rapid and superior to then current treatments. The direct alteration of behavior and its salubrious effects ran directly counter to disease theories of 'mental illness.' A series of speakers, which included Bandura, Bijou, Ferster, Goldiamond, Kanfer, Patterson, Sarbin, and Staats, confirmed and broadened our thinking.¹ In our teaching, we found that the

approach illustrated and made relevant basic psychological principles that students previously thought academic. In our clinical work, we found increased effectiveness.

"The introductory material was written during the 1963 Christmas vacation after I had taught a seminar on the topic at the University of Illinois. Hobart Mowrer, Wesley Becker, Sid Bijou, Gordon Paul, Douglas Bernstein, Dan O'Leary, Don Meichenbaum, Tom Borkovec, Ed Craighead, and George Allen were some of the faculty and students at Illinois, while Alan Ross joined Krasner at Stony Brook where Gerry Davison and Terry Wilson later graduated. In short, we were lucky to be where we were when we were.

"The book has been highly cited because it presents an integrated, scientifically verifiable alternative to psychoanalysis, covering the development, maintenance, and intervention of changeworthy behaviors. It tells what, how, when, where, and why.

"Some matters were ironic. For one, we thought the term 'behavior modification,' which we adapted from Carl Rogers, was more neutral than 'behavior therapy,' and quite the reverse has been true in the popular press. For another, we used a broad range of psychological and sociological concepts.^{2,3} We found ourselves criticized by some for overlooking hypothesized functions, while others thought we had 'deviated' towards mushiness. My son asked me, 'Dad, are you a real behaviorist?' "

1. **Krasner L & Ullmann L P, eds.** *Research in behavior modification: new developments and implications.* New York: Holt, Rinehart & Winston. 1965. 403 p.
2. **Krasner L & Ullmann L P.** *Behavior influence and personality: the social matrix of human action.* New York: Holt, Rinehart & Winston. 1973. 560 p.
3. **Ullmann L P & Krasner L.** *A psychological approach to abnormal behavior.* Englewood Cliffs, NJ: Prentice-Hall, 1969. 687 p.