

This Week's Citation Classic

Krasner L & Ullmann L P, eds. *Research in behavior modification: new developments and implications.*
New York: Holt, Rinehart & Winston, 1965. 403 p.
[State Univ. New York, Stony Brook, NY and Univ. Illinois, IL]

This was the first book to bring together the research/applications of a group of clinical/experimental psychologists under the label of behavior modification. The work of the contributors has been seminal in the subsequent growth of the behavioral field. [The *Social Sciences Citation Index*® (SSCI)® indicates that this book has been cited over 190 times since 1966.]

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"*Research in Behavior Modification* grew out of a series of lectures presented within the context of the psychology training program, of which I was the coordinator, at the Veterans Administration Hospital in Palo Alto, California, in the early-1960s. At that time, I was also doing research on two aspects of the exciting new field of applying learning theory of experimental psychology to clinical problems: namely, verbal conditioning analogs of psychotherapy with Leonard Ullmann, and establishing a token economy on a psychiatric ward with Jack Athowe.¹

"My goal was to present to our clinical psychology trainees those investigators who were involved in the basic experimental research and clinical applications of a behavioral/social learning model of human behavior. In those ancient days it was possible to keep up with most developments in psychology and to be in contact with virtually everyone in a scientific network who was doing important things in our area of interest. With the cooperation of Tom Kennelly, director of the psychology services, we invited those investigators who were doing relevant research to visit the VA Hospital in

Palo Alto and to participate in the monthly lecture series which ran for a period of about two years. Whenever possible the various investigators attended each others' presentations or listened to tape recordings to facilitate discussion and ideas.

"In this volume, Ullmann and I brought together the papers presented by the participants in the lecture series into a theoretical framework. Our related volume, *Case Studies in Behavior Modification*,² which was published at the same time, included virtually all of the literature illustrating this new approach to changing human behavior which we labeled 'behavior modification.' These were the first books to utilize that term in their titles. Within this rubric we emphasized clinical techniques based on 'laboratory-tested procedures' such as positive reinforcement, modeling, vicarious reinforcement, the use of peers as reinforcers, and the programming of parents. The major theoretical commonality among these investigators was that their approach to maladaptive behavior was through a psychological rather than a medical model. Behavior modification deals directly with behavior rather than with a hypothesized underlying disease or pathology that causes 'symptoms.'

"This book has been widely cited because it offered a rationale, with research and clinical applications, for a social reinforcement model of human behavior that was to expand and grow rapidly during the 1960s and 1970s until it was to become the predominant view in the field.³ Virtually every contributor to this volume has been a major influencer in the behavioral field. We take special note of the contributions of the late Charles Ferster, whose research on autistic children, self-control and depression, and theoretical formulations (of behavioral pathology, chapter 2) was to have considerable impact on the subsequent development of the behavior modification field. We miss him."

1. Athowe J M, Jr. & Krasner L. Preliminary report on the application of contingent reinforcement procedures (token economy) on a "chronic" psychiatric ward. *J. Abnormal Psychol.* 73:37-43, 1968.
[Citation Classic. *Current Contents/Social & Behavioral Sciences* 13(28):18, 13 July 1981.]
2. Ullmann L P & Krasner L, eds. *Case studies in behavior modification.*
New York: Holt, Rinehart & Winston, 1965. 401 p.
[Citation Classic. *Current Contents/Social & Behavioral Sciences* 12(11):18, 17 March 1980.]
3. Krasner L & Ullmann L P. *Behavior influence and personality: the social matrix of human action.*
New York: Holt, Rinehart & Winston, 1973. 560 p.