

Dissemination series

Secondo quanto riportato dal BACB nel 2016 poco meno del 90% degli analisti del comportamento lavora nell'ambito dell'autismo e delle diagnosi del neurosviluppo.

I *graduate programs* per analisti del comportamento offrono una formazione estremamente parziale in aree applicative fuori dal campo dell'autismo e della disabilità, contribuendo in questo modo alla *riduzione* degli sbocchi professionali.



Estendere i servizi analitico comportamentali a 'nuove' popolazioni

Expanding the Consumer Base for Behavior-Analytic Services: Meeting the Needs of Consumers in the 21st Century

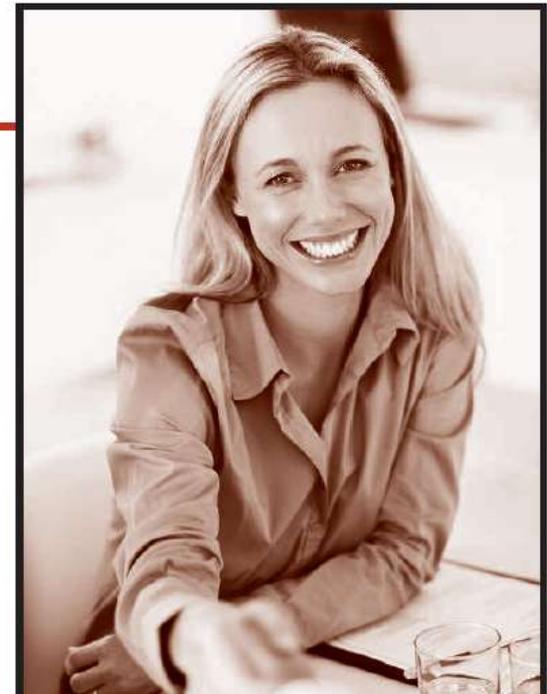
Linda A. LeBlanc, Trumpet Behavioral Health

Megan R. Heinicke, Auburn University

Jonathan C. Baker, Southern Illinois University

ABSTRACT

A growing workforce of behavior analysts provides services to individuals with autism and intellectual disabilities as legislative initiatives have spurred a growth of funding options to support these services. Though many opportunities currently exist for serving individuals with autism, the growing demand for these services may wane or, at some point, the growth in service providers will meet that demand. Other consumer groups could benefit from behavior analytic services, but typically have limited access to qualified providers. Individuals with dementia and traumatic brain injury are used as example consumer groups to illustrate the necessary tasks for a behavior analyst to expand their scope of practice to a new population. This paper provides strategies for developing competence and creating employment opportunities with new consumer groups.



A community of practice

Behavior Analysis in Practice (2021) 14:283–289
<https://doi.org/10.1007/s40617-020-00483-2>



COMMENTARY



Branching Out: Finding Success in New Areas of Practice

Christina A. Alligood^{1,2} • Nicole E. Gravina¹ 

Published online: 21 September 2020

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Abstract

In recent years, researchers and practitioners in behavior analysis have called for expanding the application of the science to new, socially relevant areas. The authors of this article work in the areas of applied animal behavior and organizational behavior management, and we are often asked for guidance and mentoring to help behavior analysts transition into our domains. Here, we offer actionable guidance for bridging the gap between behavior analysis graduate training and career paths that are not yet common for behavior analysts. Working in new practice areas involves a great deal of problem solving without much support. Thus, obtaining high-quality, in-depth training in behavior analysis is essential. We recommend building competence in a new area of practice by finding a mentor or community of practice and then seeking paid employment in that area as soon as possible. Finally, when one begins to work in a new area, it is essential to be realistic and humble. We offer practical advice for implementing each of these suggestions.



Ch.17 Addressing Barriers to the International Dissemination of Behavior Analysis

Increasing Scientific Communication Across Disciplines

Starting Postgraduate Training

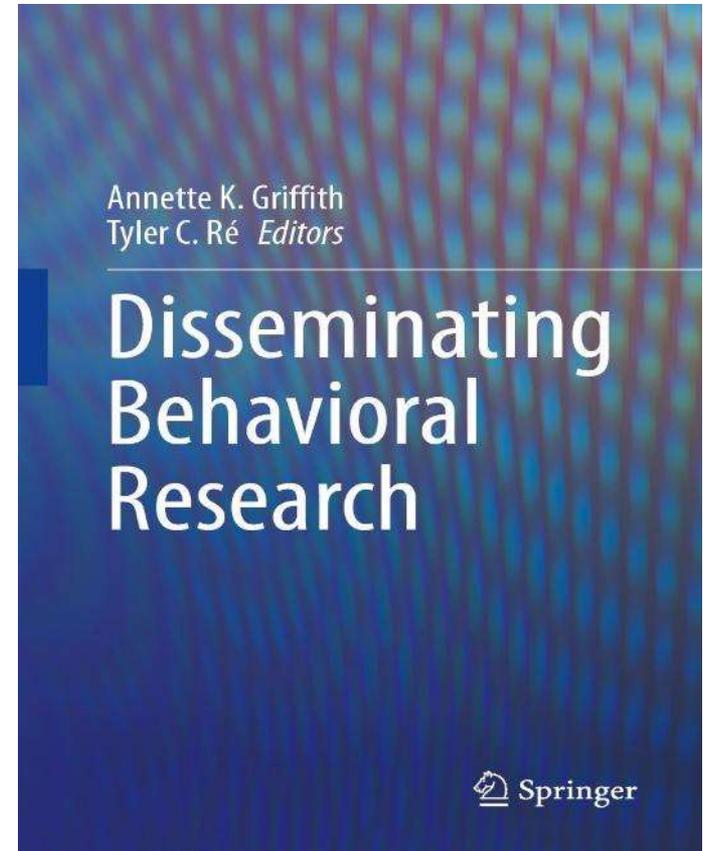
Translating Academic Resources

Addressing Misinformation Issues and Criticisms

Promoting the Many Applications of Behavior Analysis

Teaching Appropriate Dissemination Skills

Supporting Other Countries to Build Professional Infrastructure



Tra gli altri, anche Pat Friman ci esorta a occuparci di temi «mainstream»

Anche per acquisire rilevanza «mainstream»

- Behavioural gerontology
- Behavioural pediatrics
- Addiction
- Instructional design

<https://www.facebook.com/profile/100075790395378/search/?q=friman>



Perché in ABA nessuna A è per autismo

Journal of Intellectual & Developmental Disability, June 2009; 34(2): 193–195

informa
healthcare

OPINIONS & PERSPECTIVES

None of the As in ABA stand for autism: Dispelling the myths*

KAROLA DILLENBURGER¹ & MICKEY KEENAN²

¹*Queen's University Belfast, Ireland* and ²*University of Ulster at Coleraine, Ireland*

Keywords: *applied behaviour analysis (ABA), autism spectrum disorder (ASD), misunderstanding*

Introduction

Interventions that are based on scientific principles of applied behaviour analysis (ABA) are recognised as effective treatments for children with autism

(1) Behaviourism: The philosophy of the science of behaviour

Behaviourism defines behaviour as anything a person does. Behaviour can have one or more dimensions,



Dissemination series

Sempre maggior interesse è dedicato alla disseminazione dell'analisi del comportamento nella società, per diffondere strumenti e riflessioni che possano riguardare la società nel suo complesso.

Questa spinta verso l'applicazione dell'analisi del comportamento a temi sociali ad ampio raggio non è nuova, ma è propria già degli scritti di B.F. Skinner



Beyond freedom and dignity, ch.1

li. Il miglioramento delle condizioni igieniche e i progressi della medicina dovrebbero consentirci di vincere le malattie, il miglior livello delle abitazioni e lo sviluppo dei trasporti dovrebbero risolvere il problema dei ghetti e nuovi modi di diminuire o eliminare i rifiuti dovrebbero metter fine all'inquinamento ambientale. Noi possiamo mirare al raggiungimento di risultati notevoli in tutti questi campi, e non c'è nulla di sorprendente nella nostra tendenza a estenderli sempre più. Ma le cose sono sempre inferiori alle nostre aspettative ed è demoralizzante accorgersi che la stessa tecnologia è in gran parte responsabile di questa situazione. Il miglioramento delle condizioni igieniche e i pro-



Costruire cuscinetti che attenuino l'impatto di esperienze avverse

Behavior Analysis in Practice
https://doi.org/10.1007/s40617-023-00876-z



SI: PUBLIC POLICY ADVOCACY BY BEHAVIOR ANALYSTS



Providing Buffers, Solving Barriers: Value-Driven Policies and Actions that Protect Clients Today and Increase the Chances of Thriving Tomorrow

Teresa Camille Kolu¹ 

Accepted: 17 October 2023
© The Author(s) 2023

Abstract

Between 1990 and 2018, regions spent between 2.67% (Europe) and 3.6% (North America) of their GDP to treat harmful behavioral, medical, and other effects of significant adverse experience (Bellis et al., 2019 *The Lancet Public Health*, 4(10), e517–e528). Although dose-dependent exposure to adverse childhood experiences harms long-term medical health (e.g., Anda et al., 2006; *European Archives of Psychiatry & Clinical Neuroscience*, 256, 174–186, Anda et al., 2008; *American Journal of Preventive Medicine*, 34(5), 396–403, Dong et al., 2004; *Circulation*, 110(13), 1761–1766, Felitti and Anda, 2009), six specific buffers (nurturing relationships; nutrition; physical activity; sleep; mental health support; and reducing stress) protect against these harmful health impacts (Purewal et al., 2016, *Zero to Three*, 37(1), 10–17). However, barriers related to access, information, resources, or behavioral needs prevent many from experiencing the benefits. This article describes an approach in which each buffer area is addressed in the context of its overlap with behavior analytic practice, and supported by related policy suggestions. Providers are invited to adopt an informative buffer policy as an antecedent to client services; establish a collaborative network of providers and resources; and expand buffer promotion beyond clients to other stakeholders including caregivers and staff. The aim of this article is to inspire and empower individuals to use several specific actions: (1) learn about buffers and consider barriers to them; (2) educate others about buffers and barriers to them; (3) scan a client's environment for buffers and barriers; and (4) consider ways to install buffers and resolve barriers for clients or others as appropriate.



Le esperienze avverse aumentano i rischi per salute e benessere

Table 1 Problems with health outcomes linked to previous adverse experiences

Risk or problem faced after trauma	Reference(s)
Increased likelihood of disease in adulthood (including obstructive pulmonary disease; ischemic heart disease; autoimmune disease; and much more)	Koita et al. 2018; Anda et al., 2008; Dong et al., 2004; Dube et al., 2009
Mental health needs; greater risk of depression	Bethell et al., 2014; Chapman et al., 2004; Huntington & Bender, 1993; Maag & Reid, 2006
Greater number of infections	Wyman et al., 2007; Lanier et al. 2010
Developmental and learning delays and difficulties	Enlow et al., 2012; Strathearn et al., 2001; Burke et al., 2011
Dental problems	Bright et al., 2015
Asthma	Wing et al., 2015; Kozyrskyj et al., 2008; Lange et al., 2011
ADHD/Conduct disorder	Morgan et al., 2016
Sleep disturbances and difficulties	Armitage et al., 2009; Hairston et al., 2011; Wolke & Lereya, 2014
Obesity	Suglia et al., 2012
Suicide related behaviors	Rhodes et al., 2012
Pain (and altered pain perception), gynecological disorders	Paras et al., 2009; Reissing et al., 2003
Toileting difficulties	Nijman et al., 2005
Neurobiological changes that alter attention, handling stress, and more	Karmel & Gardner (1996); Danese & McEwen (2012); De Bellis et al., 1999



Buffers

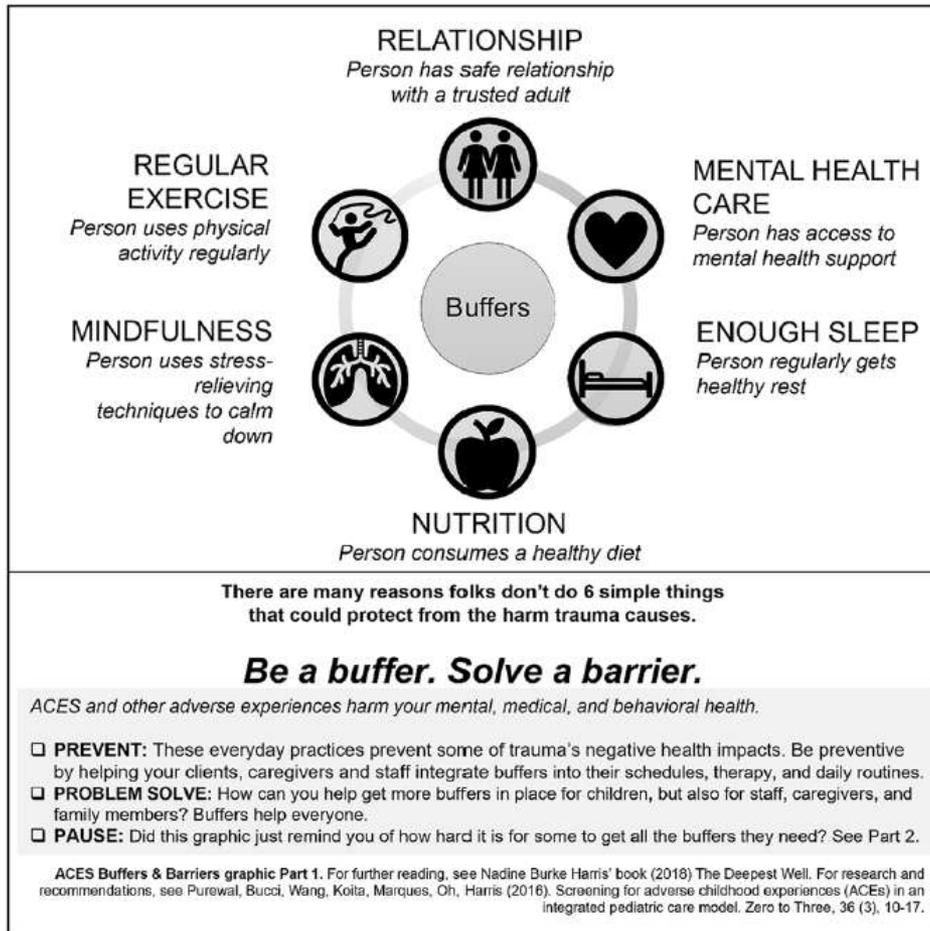
- Relazioni protettive: il caregiver segnala sicurezza e rinforzo*
- Cibo nutriente e salutare
- Attività fisica e movimento
- Sonno e riposo
- Cura della salute mentale
- Strategie di coping con situazioni stressanti (mindfulness)

*vedi anche

<https://pure.qub.ac.uk/en/studentTheses/establishing-conditioned-reinforcers-and-socio-communicative-beha>



Buffers are interconnected



Vedi anche Schmutte et al. 2018, studio che dimostra la connessione tra il **self management** dei ritmi di sonno e importanti modifiche positive nella qualità del sonno, nella dieta e nell'esercizio fisico



Costruiamo argini per proteggere il benessere individuale e ricordiamoci del benessere collettivo

12

B.F. Skinner

abilistico esercitato da uno stimolo verbale si verificò a un simposio tenuto recentemente all'Università di Yale per discutere *Oltre la libertà e la dignità*. Nel corso della seconda serata vari studenti portarono dentro e appesero alla balconata un grande striscione, su cui era scritto: « Ricordatevi della guerra aerea ». Molte persone del pubblico non potevano vederlo, ma per tutta la serata esso stette di fronte al gruppo dei cinque oratori sulla tribuna ed ebbe un effetto prevedibile: ognuno di noi, in qualche punto dell'intervento, nominò la guerra in Vietnam, e l'ultimo oratore, Sir Denis Brogan, mise da parte il suo manoscritto e parlò soltanto della guerra.

Fu quello un atto eccellente di ingegneria comportamentale. Dovremmo imparare a farne uso quotidianamente.

B.F. Skinner

Cambridge, Massachusetts, agosto 1972



Dissemination series

La medicina è uno dei settori in cui l'analisi del comportamento applicata si è dimostrata efficace come:

- strumento nel training al personale medico
- ausilio nell'implementazione di programmi prevenzione
- supporto nella fedeltà al trattamento per i pazienti



Non di solo JABA... disseminazione in riviste non analitico comportamentali

American Journal of
Preventive Medicine

REVIEW ARTICLE

Mobile Health Applications in Weight Management: A Systematic Literature Review

Katerina Dounavi, PhD, BCBA-D,¹ Olga Tsoumani, MSc²

Context: Weight management is an effective strategy for controlling chronic disease and maintaining physical health, and research on this topic has risen dramatically over the past four decades. The present systematic literature review aimed to identify existing evidence on the efficacy of mobile health technology in facilitating weight management behaviors, such as healthy food consumption and physical activity.



The use of 'Precision Teaching' in enhancing medical students' dermatological diagnostic skills

[version 1]

Conor McGrath, Collette McCourt, Andrea Corry, Katerina Dounavi , Karola Dillenburger, Gerard Gormley

Perspectives on Behavior Science (2021) 44:307–316
<https://doi.org/10.1007/s40614-021-00285-z>



SPECIAL ISSUE: DIRECT INSTRUCTION



Dissemination of Direct Instruction: Ponder These while Pursuing That

Patrick C. Friman¹ 

Accepted: 25 February 2021/ Published online: 2 August 2021
© Association for Behavior Analysis International 2021



Knee surgery: ABA improving recovery

> [J Appl Behav Anal.](#) 2024 Jul;57(3):560-573. doi: 10.1002/jaba.1076. Epub 2024 Apr 16.

Surface electromyography-based biofeedback can facilitate recovery from total knee arthroplasty

[Brennan Armshaw](#)¹, [Manish Vaidya](#)², [Sacheen Mehta](#)³

Affiliations + expand

PMID: 38624071 DOI: [10.1002/jaba.1076](#)

Abstract

Knee osteoarthritis is among the most prevalent chronic diseases. Total knee arthroplasty is a common solution that effectively addresses the continued structural degeneration of the articular cartilage. However, effective physical therapy is critical for recovery. Despite participating in physical therapy, many patients fail to recover. This study investigated the potential efficacy of a behaviorally informed approach to surface electromyographic biofeedback following total knee arthroplasty relative to the clinical standard, neuromuscular electrical stimulation. The surface electromyographic biofeedback procedure incorporated improved techniques for establishing a baseline and individualized and adjusting criteria for feedback. The findings suggest some advantages for surface



We happy few... but why so few?

<https://www.bacb.com/about-behavior-analysis>

<u>Autism and Other Developmental Disabilities</u>	<u>Behavioral Gerontology</u>	<u>Behavioral Pediatrics</u>
<u>Behavioral Sports Psychology</u>	<u>Brain Injury Rehabilitation</u>	<u>Child Maltreatment Intervention and Prevention</u>
<u>Clinical Behavior Analysis</u>	<u>Education</u>	<u>Environmental Sustainability</u>
<u>Health and Fitness</u>	<u>Organizational Behavior Management</u>	<u>Public Health</u>
<u>Substance Use Disorders</u>		



Dissemination series

- L'analisi del comportamento incontra critiche anche aspre ed è soggetta a grave dis-informazione, fattori che rischiano di
- limitare la sua disseminazione e di conseguenza il beneficio che può dare alla comunità e alla società nel suo complesso
 - ridurre sua diffusione nel Sistema dei servizi per persone con necessità educative specialistiche, area di principale applicazione dell'ABA nel momento attuale



Compassionate care: se può essere definita può essere insegnata

Behavior Analysis in Practice
<https://doi.org/10.1007/s40617-019-00368-z>



RESEARCH ARTICLE



The Training Experiences of Behavior Analysts: Compassionate Care and Therapeutic Relationships with Caregivers

Linda A. LeBlanc¹ • Bridget A. Taylor²  • Nancy V. Marchese³

© Association for Behavior Analysis International 2019

Abstract

Successfully working with families of children with autism requires technical behavior-analytic skills and critical interpersonal relationship-building skills. Taylor, LeBlanc, and Nosik (2018) suggested that many Board Certified Behavior Analysts might have been trained in graduate programs that focus primarily on conceptual and technical skills with little coverage of skills related to building therapeutic relationships. The current paper provides the results of an online survey of the precredential and postcredential training experiences of behavior analysts. The majority of behavior analysts surveyed indicated that they received no explicit didactic training or reading assignments on relationship-building skills in their graduate coursework in behavior analysis. Approximately half indicated that their practical experience supervisor provided guidance and mentoring on these skills. The majority of behavior analysts indicated that it is very important or extremely important that professional training programs develop formal training in this area.





Concerns About ABA-Based Intervention: An Evaluation and Recommendations

Justin B. Leaf¹ · Joseph H. Cihon¹ · Ronald Leaf¹ · John McEachin¹ · Nicholas Liu² · Noah Russell¹ · Lorri Unumb³ · Sydney Shapiro⁴ · Dara Khosrowshahi⁴

Accepted: 6 June 2021
© The Author(s) 2021

Abstract

For over 50 years, intervention methods informed by the principles of applied behavior analysis (ABA) have been empirically researched and clinically implemented for autistics/individuals diagnosed with autism spectrum disorder (ASD). Despite the plethora of evidence for the effectiveness of ABA-based interventions, some autism rights and neurodiversity activists have expressed concerns with ABA-based interventions. Concerns have included discontent with historical events and possible harm from the procedures and goals targeted. The purpose of this manuscript is to examine some expressed concerns about ABA-based intervention and suggest productive ways of moving forward to provide the best outcomes for autistics/individuals diagnosed with ASD. The authors represent stakeholders from multiple sectors including board certified behavior analysts, licensed psychologists, parents, and autistics/individuals diagnosed with ASD.



'ABA has always been about compassion'

Behavior Analysis in Practice
<https://doi.org/10.1007/s40617-023-00888-9>



SI: COMPASSION IN APPLIED BEHAVIOR ANALYSIS



Compassion: The Eighth Dimension of Applied Behavior Analysis

Ashley M. Penney¹ · Katherine J. Bateman² · Yev Veverka² · Adriana Luna² · Ilene S. Schwartz²

Accepted: 6 November 2023
© Association for Behavior Analysis International 2023

Abstract

Applied behavior analysis (ABA) is rooted in the conviction that behavior change can lead to improved quality of life. The goal of ABA has always been to help our consumers achieve outcomes and milestones that are important to them and improve their lives in ways that they choose. For more than half a century, this approach has proven successful. But we are now hearing increasing concerns about problematic application of behavioral principles, suggesting that as our field has grown, we may have lost sight of client-centered interventions and outcomes. In this article, we propose a reconceptualization of the practice of ABA, adding compassion to the current dimensions that have represented our field since 1968. Adding compassion as a definitional dimension of ABA will help behavior analysts find their way back to implementing interventions in a responsive, collaborative, and humble manner that includes working with our consumers and our critics, and listening to perspectives that can help us improve our practice.



Skinner

Cumulative Records, 3ed. p. 309

To say that it is human nature to be compassionate is to appeal to the human genetic endowment, which must eventually be explained by showing that it has had survival value for the species. A tendency to feel compassionate would contribute to the survival of the species if it induced people to protect and help each other, but it is the *behavior* of protecting and helping others which is selected by the contingencies of survival. We do not say that a female rat has an innate tendency to feel compassionate and that the feeling then induces her to care for her helpless young; instead we speak of the survival value of maternal behavior. The human mother will feel the condition of her body as she cares for her child (if her culture has induced her to feel it), and she may call it compassion (if her culture has taught her to do so), but what she feels is a by-product, not the cause of her behavior.



ABA: disseminazione al servizio della comunità

Gli analisti del comportamento possono sostenere professioni non analitico comportamentali nel loro servizio per la comunità

La disseminazione, nonostante alcune esperienze esemplari, è ancora ridotta

Un programma dettagliato che descriva la disseminazione nelle sue caratteristiche fondamentali (blueprint) è utile ai clinici per indentificare le condizioni ottimali che permettono di inserire la dimensione tecnologica dell'ABA in servizi non analitico comportamentali.



Disseminazione e affermazioni pubbliche

PRIMA di qualsiasi dichiarazione pubblica:

- L'affermazione che sto facendo è onesta?
- Può generare false impressioni?
- È basata sull'evidenza?
- È concettualmente sistematica/ di natura specificatamente analitico comportamentale?
- Potrebbe sviare l'ascoltatore in qualche modo o risultare inutilmente divisiva?



<https://pubmed.ncbi.nlm.nih.gov/37937462/>

> J Appl Behav Anal. 2024 Jan;57(1):39-54. doi: 10.1002/jaba.1036. Epub 2023 Nov 8.

Putting the power of behavior analysis in the hands of nonbehavioral professionals: Toward a blueprint for dissemination[†]

Dorothea C Lerman¹

Affiliations + expand

PMID: 37937462 DOI: 10.1002/jaba.1036

Abstract

Behavior analysts have much to offer nonbehavioral professionals who work with the communities that we serve. Successful dissemination of behavior-analytic technologies to these professionals could potentially improve their practice. Although the literature contains some exemplary examples of successful dissemination, our discipline would benefit from a blueprint for conducting this important work. In this article, I share our experiences disseminating behavioral technologies to educators, law enforcement officers, and health care providers who engage with neurodiverse individuals. These experiences form the basis of a recommended blueprint for dissemination, which awaits empirical support. After describing this tentative blueprint, I provide suggestions for future research on how best to disseminate our technologies to nonbehavioral professionals, the ideal content of those dissemination activities, and the conditions under which professionals may be more likely to embed our technologies into their best practices.

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Un caso particolare: le cure dentarie come esempio di disseminazione

Dental Behavior Support (DBS): tecniche per sostenere i pazienti che sperimentano 'oral health care' cure professionali dentistiche, ortodontiche e di igiene



<https://asatonline.org/for-parents/becoming-a-savvy-consumer/resources-for-promoting-success-dentist/>



Sostieni la vera scienza
dell'autismo

Genitori ed educatori | Professionisti medici | Media | Chi siamo | Mettersi in gioco

Risorse aggiornate per promuovere l'igiene dentale e il successo dal dentista

Casa / Per genitori ed educatori



Risorse per promuovere il successo dal dentista

 EN ^ Deliberti, PhD, BCBA-D, Maitri Sivaraman, MSc, BCBA e Yash Gupta
Association for Science in Autism Treatment

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Un principio generale: la collaborazione interprofessionale

INTERPROFESSIONAL COLLABORATIVE PRACTICE BETWEEN BEHAVIOR ANALYSTS AND SPEECH LANGUAGE PATHOLOGISTS



Although considered a young applied science, behavior analysis has matured over the past six decades. Its premise that behavior is a product of its environment and circumstances holds that only behavior in relation to its antecedents and consequences is worthy of analysis and susceptible to modification. Extrapolated from a natural science endeavor, a set of conceptually systematic learning principles made it possible for behavior analysts to develop numerous tactics and procedures that are supported by a robust empirical literature and disseminated through rigorous university and experiential training, bringing about a new profession capable of treating a variety of human conditions.

As the profession of behavior analysis continues to evolve, there is no doubt that behavior analysts and their allied health colleagues will experience growing pains. Tensions naturally emerge when

professional behavior analysts' responsibility for interprofessional collaboration while engaged in the treatment of a variety of conditions (e.g., autism), where there is considerable overlap between speech-language pathologists' and behavior analysts' scopes of practice.

Despite many differences, it may be surprising to some that the professional landscape of behavior analysis has many points of convergence with speech-language pathology. For example, many early speech-language pathologists were trained in behavior analysis and much of their treatment procedures were derived from the science of behavior and learning. As the profession progressed, however, speech-language pathology was influenced by an eclectic set of theories and not a single theoretical orientation as is the case with behavior analysis. Regardless of the philosophical origins of speech-language pathol-

The purpose of this resource document is to characterize professional behavior analysts' responsibility for interprofessional collaboration while engaged in the treatment of a variety of conditions.



ABA: disseminazione e... storie!

L'analisi del comportamento applicata ha un grande potenziale di diffusione in territori, contesti, aree di implementazione ancora poco serviti. Abbiamo visto insieme diverse piste di riflessione e di diffusione in contesti non analitico comportamentali che riguardano molti di noi, come la medicina specialistica (ortopedia, dermatologia...) e la sicurezza pubblica, ma tutti noi siamo interessati alle storie!



Storytelling per l'ABA

Rethinking Dissemination: Storytelling as a Part of the Repertoire

Ronnie Detrich¹ 

Published online: 8 May 2018

© Association for Behavior Analysis International 2018

From the very early days of behavior analysis the mission has included “better living through behaviorism” with the goal of bringing behavioral technology to every aspect of human activity (e.g., Skinner, 1948). In their seminal paper on applied behavior analysis, Baer, Wolf, and Risley (1968) offered the following observation about dissemination: “...It is a fair presumption that behavioral applications, when effective, can sometimes lead to social approval and adoption” (1968, p. 91). Yet, the general conclusion among contemporary behavior analysts is that the social approval and adoption rate has been disappointingly slow and the dream of “better living through behaviorism” has not been realized at scales of social importance



Don't give me data. Give me a good story

Perspect Behav Sci (2018) 41:471–501
<https://doi.org/10.1007/s40614-018-0137-x>



Narrative: Why It's Important, and How It Works

Philip N. Hinline^{1,2}

Published online: 14 May 2018
© Association for Behavior Analysis International 2018

Abstract Behavior analysts have said little about narrative and storytelling, emphasizing instead the functional/pragmatic aspects of verbal behavior. Nevertheless, these are ubiquitous human activities, and they are important to understand. Stories are prominent in essays on social issues, fund-raising appeals and political speeches, and they are the bedrock of theater. Foundational narratives are at the roots of major religions and of conflicts between them, and narrative has been proposed as an organizing basis for psychological wellbeing as well as a source of empathetic reactions. The ongoing process of reading or hearing a good story entails interlocking relations between establishing stimuli and their related, differentiated reinforcing consequences, with a story's coherence providing a key to its reinforcing effects. What are the behavioral

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Il potere di una buona narrazione

Perspectives on Behavior Science (2018) 41:575–590
<https://doi.org/10.1007/s40614-018-0170-9>



COMMENTARY



An Emotional Appeal for the Development of Empirical Research on Narrative

Thomas S. Critchfield¹

Published online: 27 August 2018

© Association for Behavior Analysis International 2018

There must be something powerful in a good story, because human beings routinely tell them to entertain, persuade, and convey rules or other important information. Hineline (2018) therefore proposed making the analysis of narrative a priority,¹ for two reasons. First, although a general-purpose science of behavior should examine things that members of society deem to be important, behavior scientists have not launched systematic inquiries into the mechanics of storytelling. Second, an understanding of narrative might support the strategic use of storytelling to advance behavior science and the profession of behavior analysis with the general public. Regardless of the goal, the underlying challenge lies in determining *what* is powerful in a good story.

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Skinner: Oltre la libertà e la dignità

fesa. La libertà e la dignità illustrano la difficoltà dell'impresa. Esse sono i beni personali dell'uomo autonomo della teoria tradizionale, e sono essenziali ad attività pratiche in cui una persona è considerata responsabile del suo comportamento e meritevole per quanto di buono riesce a realizzare. Un'analisi scientifica trasferisce sia la responsabilità sia il merito all'ambiente. Essa pone anche problemi concernenti i « valori ». Chi userà una tecnologia e a quali fini? Finché questi problemi non saranno risolti, si continuerà a rifiutare una tecnologia del comportamento e forse, con essa, il solo modo di risolvere i nostri problemi.



ciando ad allontanarsi soltanto ora. L'ambiente non si limita a stimolare o a sferzare, ma *seleziona*. Il suo ruolo è simile a quello che ha nella selezione naturale, anche se su una scala cronologica molto diversa, e sfuggì all'attenzione per gli stessi motivi. Oggi ci è chiaro che dobbiamo tener conto dell'azione che l'ambiente esercita su un organismo non solo prima ma anche dopo la sua risposta. Il comportamento viene plasmato e consolidato dalle sue conseguenze: una volta riconosciuto questo fatto, saremo in grado di formulare in modo molto più generale l'interazione tra organismo e ambiente.

Abbiamo qui due conseguenze importanti. La prima concerne l'analisi fondamentale: il comportamento che agisce sull'ambiente al fine di ottenere certi risultati (comportamento « operante »)¹ può essere studiato predisponendo ambienti in cui certe conseguenze specifiche dipendano da tale comportamento. Le « contingenze » sottoposte a studio sono diventate sempre più complesse e una dopo l'altra stanno soppiantando le funzioni assolute in precedenza nella spiegazione dalla personalità, dagli stati mentali, dagli elementi caratteriali, dai fini e dalle intenzioni. La seconda conseguenza è di carattere pratico: l'ambiente può essere manipolato. È vero che il corredo genetico dell'uomo può venire modificato solo molto lentamente, ma mutamenti nell'ambiente dell'individuo hanno effetti rapidi e drammatici.

L'ABA riguarda tutti noi e la società nel suo complesso. Possiamo sfruttare la tecnologia del comportamento per incrementare giustizia sociale, equità nell'accesso alle risorse e ... felicità.

