BEHAVIOR ANALYSIS FACT SHEET

What is Behavior Analysis?

Behavior Analysis is a natural-science, scientific approach to understanding and changing behavior. It is based on the principles of behaviorism, a psychological theory that focuses on observable behaviors and the environmental factors that influence them. Behavior analysis seeks to identify the relationships between a person's behavior, the antecedent events that precede the behavior, and the consequences that follow the behavior. Behavior analysts assert that attempts to improve the human condition through behavior change (e.g., education, behavioral health treatment) will be most effective if behavior itself is the primary focus.

There are four main branches to the field:
- Conceptual Behavior Analysis - focuses on the philosophical, theoretical, historical, and methodological issues that underlie the field.
- Experimental Behavior Analysis - involves basic research intended to add to the body of knowledge about phenomena that control and influence behavior; investigates general learning processes and principles that govern the behavior of humans and other animals.
- Applied Behavior Analysis - focuses on the application of the principles of behavior to a wide range of socially relevant behavior to promote beneficial behavior change and improve quality of life.
- Behavior Analytic practice - Professionals in applied behavior analysis address behavioral needs in a variety of contexts including education, organizational behavior management, drug addictions, and work with persons with autism and other neurodevelopmental disorders.

Behavior Analysis has diverse applications across various fields, including education, healthcare, organizational management, parenting, and addressing behavioral challenges in individuals with developmental disabilities, autism spectrum disorder, and other behavioral disorders. It is widely recognized as an evidence-based approach and has shown significant effectiveness in promoting positive behavior change and skill development in individuals of all ages.

What sort of training in Behavior Analysis is available at UF?

The Behavior Analysis area provides instruction, training, and research opportunities. Students receive instruction and mentorship from faculty and affiliated faculty, and may choose to emphasize programs of study in areas of behavior analysis with the faculty listed below:

Jesse Dallery, Ph.D. (Emory University) - *Integrating technology with behavioral intervention to promote health behavior (mHealth, smoking, physical activity, etc.); Addictions; contingency management interventions; Choice and decision making, quantitative models, discounting, risky and impulsive choice.*

Iser G. DeLeon, Ph.D. (University of Florida) - *Assessment and treatment of problem behavior in persons with neurodevelopmental disorders; Behavioral economics: Choice, preference, and determinants of stimulus value; Translation of basic behavioral process towards enhancing therapeutic and instructional outcomes.*

Nicole Dorey, Ph.D. (University of Exeter) - *Applying behavior analysis to improving the welfare of nonhuman animals; Evaluating preference and choice; environmental enrichment; Animal training methods.*

Nicole Gravina, Ph.D. (Western Michigan University) - *Organizational behavior management: Applying behavioral principles to solve problems in organizational settings; Behavioral safety; Improving performance and service delivery in hospitals and human service organizations; Feedback systems and performance; Consulting and leadership skills.*

Corina Jimenez-Gomez, Ph.D. (Utah State University) - *Applied behavior analysis; Technological tools to support learning and implementation of interventions; Translational research of choice and reinforcement processes; Cultural responsiveness in behavior analysis.*

Christopher A. Podlesnik, Ph.D. (Utah State University) - *Conditioning processes; Choice and relapse; Quantitative analyses; Crowdsourcing research; Translational research to understand and develop behavioral interventions.*

Timothy R. Vollmer, Ph.D. (University of Florida) - *Applied behavior analysis; Developmental disabilities; School-based assessment and treatment; Behavioral parenting; Treatment for severe behavior disorders*