

# EAB3002 – Principles of Behavior Analysis

EAB 3002: Principles of Behavior Analysis, Fall 2025

**Instructor:** Carla Martinez-Perez, MS

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**Office:** 163 Psychology Building

**Office Hours:** <https://ufl.zoom.us/j/2590292234>

Mondays: 10:45 am - 11:45 am

Fridays: 10:00-11:00 am

If you are unable to meet during those times, you can schedule an appointment: <https://calendar.app.google/VebjcPt4ufXQPPb88>

**Course Time/Location:**

Tuesday 3:00 - 4:55 pm, Psychology Building 130

Thursday 3:00 - 3:50 pm, Psychology Building 130

**UG Teaching Assistants:**

Last names, A-M:

Anna Barnhart, [anna.barnhart@ufl.edu](mailto:anna.barnhart@ufl.edu)

Last names, N-Z:

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**Course Description:** Behavior allows organisms to interact with and adapt to environmental changes, whether those changes be for the better or worse for the organism. The goal of this course is to introduce you to the basic principles of behavior, or our understanding of how environmental changes result in changes in behavior. Understanding these principles leads to effective science and practice of behavior analysis, the field concerned with understanding and applying the principles of behavior. This course will focus on understanding the fundamental behavior principles underlying behavior as a natural science, including Pavlovian and operant learning. A different course, EAB 3764, focuses more on the application of those behavioral principles.

Nevertheless, learning about these principles will provide insight into big questions, such as why your behavior changes depending on circumstances, why you feel, think, and imagine, why you sometimes procrastinate, and why some anxieties might not go away.

**Course Objectives:** After completing this course, students will be able to:

- Identify the goals and practices of the field of behavior analysis
- Describe the rationale for the different approaches to measuring behavior
- Identify different research designs and the rationale for using them
- Describe Pavlovian conditioning and its common phenomena
- Describe operant conditioning the role of reinforcement in operant behavior
- Distinguish between positive and negative reinforcement
- Identify uses of extinction and differential reinforcement to influence operant behavior
- Distinguish between primary and conditioned reinforcer and their use in shaping
- Describe motivation from the perspective of behavior analysis
- Identify variables influencing the effectiveness of reinforcers
- Describe how habits are formed and changed through environmental contingencies
- Describe the different kinds of punishers and how they influence behavior
- Identify the different schedules of reinforcement and how they differentially affect behavior
- Describe antecedent stimulus control and its importance when influencing behavior
- Describe the study of choice and its relevance to understanding impulsive choices
- Distinguish among the different types of verbal operants and their functions
- Identify how rules influence behavior differently from direct influence from the environment

## Course Materials

1. **Required Textbook:** Madden, G. J., Reed, D. D., & DiGennaro Reed, F. D. (2021). *An Introduction to Behavior Analysis*. Wiley.
2. **Bring notebook paper and pen/pencil to every class**
3. **Canvas**
4. **LockDown Browser**

See link if you are unfamiliar with Canvas:

<https://elearning.ufl.edu/student-help/keep-learning/quickstart-guide-for-students/>

Completing assignments well before the deadline is a good idea. Extensions will not be given for student-based technical difficulties. If UF Canvas experiences technical difficulties (and we know when this happens), deadlines will be adjusted.

## Assignments and Course Policies

**Course Format:** Classes generally will involve an interactive lecture with formal and informal opportunities to ask and answer questions. It is important to complete readings and guides on time before class begins and be prepared to participate in class activities and discussions. In-class materials are structured assuming some familiarity with the material through readings and guides. In-class activities will be completed for credit but only for those in attendance.

**Attendance Policies:** Attendance is a strong predictor of course performance. You should arrive on time, be prepared with appropriate materials, and remain on task throughout the course. Turn off any unnecessary devices, including phones. If you are unable to attend class or submit an assignment on time, be sure to make appropriate arrangements and plan to collect notes for any missed classes from a peer. Students must take all quizzes and submit assignments at scheduled times except for University-approved reasons. Any absences or requests for an extension must be based on University-approved reasons and must include proper documentation per University guidelines from the Dean of Students. Please check your calendars against the course schedule. **Requests for extensions must be made before the assignment deadline**, if possible, or within *24 hours of the deadline for unexpected* emergencies. **Late assignments without approved extensions will not be accepted.** If requesting an extension or missing an assignment, quiz, or exam, contact me *and* your assigned undergraduate TA as early and as soon as possible. I will make final decisions about extensions or exclusions. Please send us formal documentation and arrange with your TA to take the quiz or exam early or a makeup as close to the scheduled time as possible. If you have a conflict due to a religious observance, please contact me and your TA at the beginning of the semester so we can make any necessary arrangements. For all attendance rules, we will follow the university attendance policies (<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/> ).

**Reading Guides:** 25% of grade. Reading Guides (RG) with specific questions will accompany all assigned readings and are in the Files section of Canvas. These guides are assigned to keep you up with course content and provide you with questions to assist you in applying and evaluating concepts more effectively than would a passive read. Questions on the guides will bring out the main themes of the readings and allow you to familiarize yourself with the topics before class. As with any course material, engaging

actively with the material in as many ways as possible (e.g., flash cards) leads to better learning. Please read the preface of the textbook for advantages and strategies related to active studying. Also, please **do not confuse the Reading Guides with the Practice Quizzes** in each chapter, though I do recommend also completing the practice quizzes for yourself as you read the text.

Reading guides will be checked for completion, relevance, and thoroughness of your answer. Your answers should not be identical other students', online resources, or the textbook. Identical or incomplete answers will not be counted. If reading guides require you make graphs or you think a graph would be helpful for answering a question, either draw these by hand and take a picture or use graphing software – embed any graphs within the text of the Reading Guide. Please submit your completed guides to Canvas as a Microsoft Word file by the specified date/time on the Course Schedule before class begins. Ideally, only number your answers and do not include the question before your answers. Late submissions also should be submitted via Canvas but will be penalized 10% per day but complete submissions after 5 days can earn up to 50% until the last day of classes for the semester. It is **your responsibility** to ensure the file(s) you upload to Canvas are correct and saved properly (e.g., by refreshing the screen, opening uploaded file(s)) to be counted as on time. Your score will reflect the assignment submitted by the deadline.

**In-Class Activities:** 20% of grade. Classes will include activities to be submitted to me at the end of the class period. Please ensure you bring paper and a pen/pencil to every class for these activities. Your lowest two scores will be dropped, excluding unexcused absences.

**Psychology Research Experience:** 5% of grade. One of the goals of this course is to become familiar with the research process in psychology. To meet this goal, you must complete one of the two following options: (1) participate in research experiments in the psychology department via SONA or (2) write a critical-analysis paper of published research. As a student in this course, you must complete one of the two options. The information for this assignment are provided [in the Research Experience guide](#). Please let your undergraduate TA and instructor know if you are declaring Option 2 by September 13, 2025. Articles for Option 2 are located in Files. Be sure to get started on this early to ensure you complete the requirements on time -- **do not leave these assignments for the very last moment, as there will be no way to complete them after the deadline!**

**Quizzes:** 50% of grade. Seven quizzes will come from both the lectures and material covered in the textbook and generally cover 2-3 chapters/topics per quiz. Each quiz will be available on the day indicated in the Course Schedule. The format for each quiz could

be mixed, including fill in the blank, multiple choice, short answer, matching, or true/false. **Quizzes will be taken at the end of class using Lockdown Browser.** Please take the Syllabus Quiz before Quiz 1 to sort out any problems. If you have any problems during a quiz, please let your instructor know.

**Final Exam:** The Final Exam will be cumulative and optional. The format for the final exam could be mixed, including fill in the blank, multiple choice, short answer/essay, and true/false. Use the Reading Guides, lecture slides, and your course notes to study for quizzes. If your score on the Final Exam is greater than your lowest quiz score, your Final Exam score will replace your lowest quiz score. If your score on the Final Exam is lower than all quiz scores, it will not count against you. The final exam will be taken in-class, in-person during the established date and time.

**Grades:** Assignments will be graded within 7 days. This course follows standard university grading policies (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>):

Grade	Percentage Range	Assessment	Weight
A	93-100%	Reading Guides	25%
A-	90-92%	In-class Activities	20%
B+	87-89%	Psychology Research Experience	5%
B	83-86%	Quizzes	50%
B-	80-82%		
C+	77-79%		
C	73-76%		
C-	70-72%		
D	60-69%		
E	<60%		

**Course Schedule:** Please note there is some chance I might modify the schedule and/or readings but I will let you know ahead of time. Any changes will be announced via

Canvas. If a class is canceled (e.g., due to inclement weather), be prepared to cover the material or take the exam during the next scheduled class meeting.

DATE	DAY	CHAPTER/ASSESSMENT DUE	RG DUE	IN-CLASS ACTIVITY	QUIZ
21-Aug	Thursday	<b>Syllabus &amp; Course Overview</b>			Syllabus
26-Aug	Tuesday	<b>01 Introduction to Behavior Analysis</b>	#01	#1	
29-Aug	Thursday	<b>02 Understanding Behavioral Research</b>	#02	#2	
2-Sep	Tuesday	<b>03 Experimental Designs in Behavior Analysis</b>	#03	#3	
4-Sep	Thursday	<b>04 Phylogenetic Behavior and Pavlovian Learning</b>	#04	#4	1; Ch. 1-3
9-Sep	Tuesday	<b>05 Operant Learning I: Reinforcement</b>	#05	#5	
11-Sep	Thursday	continue		#6	
16-Sep	Tuesday	<b>06 Operant Learning II: Positive and Negative Reinforcement</b>	#06	#7	
18-Sep	Thursday	continue		#8	2; Ch. 4-5
23-Sep	Tuesday	<b>07 Extinction and Differential Reinforcement</b>	#07	#9	
25-Sep	Thursday	continue		#10	
30-Sep	Tuesday	<b>08 Primary and Conditioned Reinforcement and Shaping</b>	#08	#11	
2-Oct	Thursday	continue		#12	3; Ch. 6-7
7-Oct	Tuesday	<b>09 Motivation, Reinforcer Efficacy, Habit Formation</b>	#09	#13	
9-Oct	Thursday	continue		#14	
14-Oct	Tuesday	<b>10 Punishment</b>	#10	#15	

16-Oct	Thursday	continue		#16	4; Ch. 8-9
21-Oct	Tuesday	<b>11 Complex Contingencies of Reinforcement</b>	#11	#17	
23-Oct	Thursday	continue		#18	
28-Oct	Tuesday	<b>12 Antecedent Stimulus Control</b>	#12	#19	
30-Oct	Thursday	continue		#20	5; Ch. 10-11
4-Nov	Tuesday	<b>13 Choice - Guest Lecturer: Angel M. Villalobos Varela, MS</b>	#13	#21	
6-Nov	Thursday	continue		#22	
11-Nov	Tuesday	<b>No Class - Veterans Day</b>			
13-Nov	Thursday	<b>14 Verbal Behavior, Rule-Following, Clinical Behavior Analysis</b>	#14	#23	6; Ch. 12-13
18-Nov	Tuesday	continue		#24	
20-Nov	Thursday	continue		#25	7; Ch. 14
25-Nov	Tuesday	<b>No Class - Thanksgiving Week</b>			
27-Nov	Thursday	<b>No Class - Thanksgiving Week</b>			
2-Dec	Tuesday	TBD			
4-Dec	Thursday	<b>No Class - Reading Day</b>			
9-Dec	Tuesday	<b>Final Exam 3:00 - 5:00 pm</b>			

### LockDown Browser Requirement

This course requires the use of LockDown Browser for quizzes. Watch this video to get a basic understanding of LockDown Browser:

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

- **Download Instructions**

- Select a quiz from the course
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

- **Guidelines**

When taking an online exam follow these guidelines:

- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Turn off all mobile devices, phones, etc. and don't have them within reach
- Clear your area of all external materials - books, papers, other computers, or devices
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

- **Getting Help**

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- If you encounter any issues downloading the application, reach out to UF IT: <https://ufl.teamdynamix.com/TDClient/33/IT-Portal/Home/>
- Respondus has a Knowledge Base available from [support.respondus.com](https://support.respondus.com). Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to [support.respondus.com](https://support.respondus.com) and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

**Communication:**

- If you have a general question about the course, post it on the general Discussion board in Canvas. If it is something you would raise your hand to ask in class, it belongs on this board. Feel free to use this board to



communicate with each other, set up study groups, etc. Please do not post material that is inappropriate and/or not relevant to the course.

- You have been assigned an undergraduate TA based on the first letter of your last name (see above). This will be the person to contact first if you have any issues or questions too personal or not appropriate for the General Discussion board.
- If you have a question about your grade, **message both your TA and me**. DO NOT post information about your grade on the General Discussion board.
- Only use your **UFL email address** when communicating about this course via email.
- All interactions with instructors and among class members are expected to be professional and appropriate.

## University of Florida Policies

**This course complies with all UF academic policies. For information on those policies and for resources for students, please see the following**

**link:** <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

**Course Policy on Use of Artificial Intelligence (AI):** In addition to the University's Honesty Policy regarding cheating, plagiarism, etc., use of AI to complete all or portions of your work is considered unauthorized aid in this course and will be considered academic dishonesty. Submitting assignments implies you agree to the following statement: *I certify the submitted work is my own, with all sources correctly attributed and that I did not use artificial intelligence (AI) in its development or completion.*

**Harassment:** Sexual Harassment (and any other type of harassment) is not tolerated in this class, in the Department of Psychology, or at the University of Florida. Sexual harassment includes: the inappropriate introduction of sexual activities or comments in a situation where sex would otherwise be irrelevant. Sexual harassment is a form of sex discrimination and a violation of state and federal laws as well as of the policies and regulations of the university. All UF employees and students must adhere to UF's sexual harassment policy which can be found here: <https://policy.ufl.edu/regulation/1-006/>

Please review this policy and contact a university official if you have any questions about the policy. As mandatory reporters, university employees (e.g., administrators, managers, supervisors, faculty, teaching assistants, staff) are required to report knowledge of sexual harassment to UF's Title IX coordinator. For more information about UF's Title IX office see: <https://titleix.ufl.edu>

You can also complete a Sexual Harassment Report online (Title IX)  
at: <https://titleix.ufl.edu/report/>