Fig 10 Main Features of the Mand Relation

Definition in terms of momentary controlling variable of the response form: A type of vb with response form controlled by a current establishing operation (EO), or in everyday terms, by what the speaker wants from the listener. In terms of rfmt history, vb that has been typically followed by specific type of consequence.

Possible Response Forms: Speaking, writing, signing, finger spelling, sending Morse code, and others. Mands can also be selection-based, for example a person using a communication board can request something by pointing at the symbol for that object, event, etc.

Things Manded. One can mand attention ("Pardon me."), objects ("Water."), actions ("Stand up."), and more complex events.

Reinforcement: Something specific to that mand. For example, rfmt for requests is receiving what is requested. All of the other elementary verbal relations receive reinforcement that is not specific to the particular tact, intraverbal response, etc.

Figure 10—Summary

Typically, mands occur *only* if a listener is present who can mediate (provide) the *mand–specific* reinforcement. For example, if no one is present, then you make tea yourself rather than request (i.e., mand) tea from someone else by saying "Tea, please" or "May I have some tea?"

In other words, the *form* of a mand is controlled by an Establishing Operation (e.g., thirst), but the *fact* of the mand (i.e., that a mand even occurs) is controlled by a particular stimulus, and that stimulus is *the presence of a listener.*

For *all* other verbal relations, the reinforcing consequence is the *generic* response that the listener provides. For instance, when you tact (i.e., name) an object correctly, the reinforcement is likely to be *some form* of attention or praise (e.g., a student learning English says "comb" when you hold up a comb, *and you say "Yes!" or "Right!" or "Good!"*)…

Figure 11—Introduction

Figure 11 is of mand examples and non–examples. It is the first of four sets of examples and non–examples that we will see for the various elementary verbal relations.

If this were a regular "Introduction to Verbal Behavior" course, we would have first spent some weeks mastering appropriately more detailed instructional material on the various elementary verbal relations before turning to exercises like this.

Actually, this coverage of the various elementary verbal relations is only a small part of a full undergraduate "*Introduction* to Verbal Behavior" course (which usually comes *after* at least one course introducing the natural science, behaviorology, that informs verbal behavior analysis). And this coverage is a smaller part (as a review) of a full course on "*Advanced* Verbal Behavior Analysis." (That is what makes "coursework options" important…)

Fig 11 Mand Examples and Non Examples

Classify each example as a mand, other vb, or non vb.

A tendency to

1. say "out" ———————————— to get LRV* to open a door
2. open a window ——————————— wanting to cool the room
3. write "stop" ———————————— on hearing someone say "stop"
4. sign "hello" ———————————— to get LRV* to look at you
5. say "coffee" ————————————— on smelling the odor of coffee
6. point to your wrist ———————— so that LRV* will tell you the time
7. say "Jones" —— in response to LRV* asking for Mary's last name
8. say "taxi" ———————————— solely as a result of seeing one
9. run ——————————————————— being in a hurry

*LRV is the listener, reader, or viewer of signs.

Answers for all of the Examples and Non Examples pages are at the end of the handout.

Fig 12 Main Features of the Tact Relation

Definition. A type of vb with the response form controlled primarily by an immediately prior nonverbal stimulus (an object, action, relation, property, etc.) Many who wish to use Skinner's classification system but not his technical terms refer to the tact as "naming" or "labeling."

Kinds of Response Forms. Speaking, writing, signing, etc. Tacts can also be selection based and not involve differential topographies. For example a person using a communication board and asked about some object (What is that?) can tact by pointing at the symbol for the relevant object, event, etc.).

Sense Mode of Stimulus. The S^D can be of **any** sense mode.

Things tacted: Objects, properties of objects, actions, relations between objects or actions, others.

Reinforcement. Generalized reinforcement: signs of approval by listener, speaker knowing that the listener has been helped in some way, termination of mild aversiveness, others--but **not specific to the particular tact.**

Fig 13 Tact Examples and Non Examples

Classify each example as tact, mand, other vb, or non vb behavior.

A tendency to _____ solely as a result of

1. say "out" ———————————————— hearing "out"*

2. say "window" ——————————————— seeing a window

3. sign "cat" ——————————————— seeing "cat" *

4. say "coffee" ————————————— on smelling the odor of coffee

5. write "coffee" ———————————— on hearing "tea"*

6. open a door ——————— in response to listener saying "open"

7. say "taxi" ———————————————— wanting one

8. say "taxi" ———————————————— seeing "taxi"*

9. adult points at object and says "what's that"? Child looks and
    says "cup."

*A stimulus word in quotes means that it is a verbal stimulus
   (spoken or written word, or visual result of signed response).

Figure 14—Introduction

Figure 14 features (a) some contrasts between mands and tacts, and (b) comments on the "audience relation."

The audience relation can affect any verbal response of any type along with other controlling variables. Hence it becomes involved in what is called "multiple control," a type of control in which the occurrence of multiple variables controls the verbal response (and which otherwise is too complex for our current discussions)…

Since the audience relation refers to another form of behavior controlled by a non–verbal stimulus, it is like a tact. But it (the audience relation) serves as an *additional* variable controlling the verbal response, where the *audience* is the listener *including all of the listener's characteristics* such as appearance, clothing, facial expression, status, etc. (Figure 14 provides an example of how the audience relation works.)

Fig 14 Mand-Tact Contrasts, and the Audience Relation

EO and S^D functions are separated in human language, as contrasted with typical non human lab research.

Listener's Inference. Mands permit listeners to infer something about the condition of the speaker regardless of external conditions. Tacts permit listeners to infer something about the circumstances regardless of the condition of the speaker.

Empowering. Mands permit speakers to alter the environment through listeners' behavior. Tacts permit listeners to react to stimuli that are affecting the sense organs of speakers.

Audience Relation. Differs from the tact (1) in the size of the repertoire controlled (much larger than for the tact), (2) the nonverbal stimuli usually relate to the listener, and (3) the audience exerts control in combination with one or more of the other kinds of vb. To a physician, a nurse tacts a discoloration on a patient's body as a *contusion*, but to the patient tacts it as a *bruise*. Here there is a tact relation (the nonverbal S^D of the discoloration, but the particular tact that occurs is also controlled by the particular audience (physician or patient). A simple form of multiple control.