

# Information About the Book:

## *General Behaviorology— The Natural Science of Human Behavior*

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### **Some General Information**

This rather comprehensive book, on the natural science of behavior, began as a textbook containing both science content and a full set of instructional supplements. Written during 25 years of weekly revision, from in-class graduate-student feedback, the current edition leaves the instructional supplements to other volumes, and focuses 1,600 pages of science content across 30 chapters. This volume provides for thorough study and reference of the behaviorology discipline, a discipline separate from, and independent of, any of the disciplines, either theological or secular, that allow or encourage mystical or superstitious accounts for behavior (e.g., behaviorology is not any kind of psychology). As a textbook each of the three parts of this volume serve as the material for one course; the book is a three-course textbook.

#### ***Audience***

Members of the broadly construed natural science community comprise perhaps the most important audience for this book. It introduces a 100-year-old (as of 2013) basic discipline with a 25-year-old name (behaviorology) that broadens the reach of natural philosophy and science. Persons whose professional behavior, in general, already respects the postulates of naturalism will most appreciate this book.

#### ***Availability***

You can obtain this book, using a credit card, from the Store at [www.behavior.org](http://www.behavior.org) (the web site of the Cambridge Center for Behavioral Studies). However, using a check, you can obtain an autographed copy directly from the author. The price (US\$120) is the same, either way.

#### ***Contacting the Author***

To reach the author, write to [lfraley@citlink.net](mailto:lfraley@citlink.net) or phone 304-864-6888. (He will provide you with the current address to which to mail your check.)

### **More Specific Information**

Any kind of detectable phenomenon can be studied from the perspective of naturalism. This volume sets forth a comprehensive natural science discipline that, from the

perspective of naturalism, explicates a domain of phenomena that heretofore within our culture has been deemed the intellectual province mainly of those who are organized around superstitious basic assumptions. The full status of citizenship within the natural science community requires some comprehension of (a) the definitive qualities of natural science per se, (b) the scope of the subject matters that currently are studied from the natural science perspective, and (c) the taxonomic disciplinary units into which those studies are divided within the natural science community. This book fills what has tended to be a traditional gap in that repertoire.

*General Behaviorology: The Natural Science of Human Behavior* is a concept-based philosophy and science book that focuses almost entirely on human behavior in familiar contexts. Through its extensive analyses of ordinary events, readers can apply to their own lives the basic science that is presented abundantly in this book.

This book introduces an integral and complex natural science discipline of human behavior called *behaviorology*. It addresses a subject matter that, traditionally, has been left to those who accept or tolerate basic supernatural assumptions and then rely on scientific methods to explicate the implications of those assumptions in ways that depend heavily on hypothetical models and metaphor. In contrast, this book is focused on functional relations between environment and behavior, a characteristic that imparts the technological capacity of an engineering discipline. In this comprehensive introduction to a strictly natural science of behavior, readers will find no reliance on what may be a familiar and perhaps comfortable metaphysics of this subject matter, which in a natural science is deemed redundant. While this book introduces the independently organized natural science discipline called *behaviorology*, it does so in relation to physics, chemistry, and biology—other basic natural science disciplines of earlier cultural emergence and longer historical establishment.

Private internal events are not ignored in behaviorological studies if they have a natural existence. However, this book repeatedly illustrates the conceptual devices through which a natural science of environment-behavior relations tends to avoid a troublesome explanatory reliance on largely inaccessible interiorities. Ultimately, however, this book takes the reader into the realm of private behavioral events, explicating them in ways that reveal them to be entirely natural regardless of their complexity and privacy.

Within this book ideas are often introduced at one level of consideration and subsequently reiterated in increasingly complex contexts throughout the remainder of the book. The text thus returns repeatedly to important ideas as concepts mature. Rich in both examples and practical illustrations, this book is designed both for persons working to master the discipline of behaviorology and for those who seek occasional references to its fundamentals and their far-reaching implications.✿

## **Chapter Titles in *General Behaviorology: The Natural Science of Human Behavior***

- ✿ 1. A Natural Science of Behavior
- ✿ 2. Kinds of Behavior: Definitions and Classifications
- ✿ 3. Functional Relations in the Science of Behaviorology
- ✿ 4. Explanatory Fictions
- ✿ 5. Behavior in its Natural Context

- ❧ 6. Concurrent Contingencies
- ❧ 7. Analytical Fallacies
- ❧ 8. The Measurement of Behavior
- ❧ 9. Behavior Change Projects
- ❧ 10. Graphs and Graphic Technique
- ❧ 11. Graphing and Interpreting Behavior–Related Data
- ❧ 12. Postcedent Behavior Change Processes
- ❧ 13. Theoretical Analyses of Postcedent Behavior–Change Processes
- ❧ 14. Multiple Term Contingencies of Reinforcement
- ❧ 15. Function Altering Stimuli: The Analysis of Context
- ❧ 16. Stimulus Equivalence
- ❧ 17. Schedules of Reinforcement
- ❧ 18. Adjunctive Behavior
- ❧ 19. Aversive Control and the Alternatives
- ❧ 20. Changes in Antecedent Behavior–Controlling Relations
- ❧ 21. Introduction to Applied Behavior Research
- ❧ 22. Behavioral Objectives
- ❧ 23. Shaping Procedures: Refining Skills
- ❧ 24. The Fading Procedure and a Review of Other Motivators
- ❧ 25. Values, Rights, Ethics, Morals, and Beliefs
- ❧ 26. Verbal Behavior
- ❧ 27. Consciousness
- ❧ 28. Person, Life, and Culture
- ❧ 29. The Reality of the Environment
- ❧ 30. Intellectual Evolution: Biological and Behavioral ❧