

Expanding Our Curiosity, Competence, and Impact

- William L. Heward, Ed.D., BCBA-D

Abstract:

Seventy years ago, Skinner proposed that behavior analysis could be a general-purpose science relevant to the entire human experience. Pioneering experiments testing Skinner's thesis in the 1950s and early 1960's laid the groundwork for applied behavior analysis (ABA), the practical wing of behavior science. Although advocates claim ABA has world-changing potential, large-scale impact of the science has been limited. Using advice from the field's founding generation, this talk will suggest actions behavior analysts can take to help fulfill ABA's tremendous promise to help make the world a better place.

Learning Objectives - After this session, attendees should be able to:

1. Name a domain of socially significant behavior that, prior to this talk, you did not know ABA researchers have studied.
2. Describe how voiding the "we don't know enough fallacy" and engaging in some "principled tinkering" can extend our competence and impact as behavior analysts.
3. Give an example of how you could do put any two of the recommended actions for behavior analysts who want to help make the world a more humane place.

About the Speaker:

William L. Heward, Ed.D., BCBA-D, is Professor Emeritus in the College of Education and Human Ecology at The Ohio State University. He has taught at universities in Brazil, Japan, Portugal, and Singapore and given workshops or lectures in 24 other countries. A Fellow and Past President of the Association for Behavior Analysis International, Dr. Heward's publications include co-authoring the books, Applied Behavior Analysis (3rd ed., 2020), Exceptional Children: An Introduction to Special Education (12th ed., 2022), and Let's Make a Contract: A Positive Way to Change Your Child's Behavior (2022). Each of these books has been translated into multiple languages. Awards recognizing Bill's contributions to behavior analysis and include the Cambridge Center for Behavioral Studies' Ellen P. Reese Award for Communication of Behavioral Concepts, the Fred S. Keller Behavioral Education Award from the American Psychological Association's Division 25, the Outstanding Contributor Award from the California Association for Behavior Analysis, and the Distinguished Psychology Department Alumnus Award from Western Michigan University. His primary research interest is improving instructional practices in inclusive classrooms.

