

# BEHAVIOR MODIFICATION TECHNIQUES

## DEFINITION

Behavior modification techniques are strategies and interventions used to change or replace undesirable behaviors with more desirable ones by manipulating environmental factors, rewards, or consequences. These techniques are often grounded in principles of operant conditioning.

## EXAMPLES

- **Rewards:** Providing a positive stimulus or incentive, such as candy, in response to a desired behavior to increase its frequency.
- **Punishment:** Introducing an aversive consequences after an undesired behavior, e.g. no-play time at lunch, to decrease its occurrence.

# Teaching Behavior Modification

**Robert J. Presbie, Paul L. Brown**



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