

Foreword to the 1992 Edition

Through this text, Drs. Ledoux and Fraley provide the reader a unique opportunity to develop an understanding and appreciation for a current scientific movement of historic dimension. Labelled "Behaviorology" by its proponents, this discipline of research and practice can show humanity how to solve our most pressing problems; how to progress toward our fondest ends. Glimpses of this phenomenal promise can sometimes be seen directly in the authors' words and at other times it can be developed by reflection on the part of the reader. While the aim of the authors is modest, that is, to document "an analyzed history" of Behaviorology, the more sweeping value of this text also deserves direct recognition.

First I will comment on the directly presented content of this important text. In the thoughtfully developed Preface and papers/chapters that follow, the authors provide us with fundamental information, conceptions, and encouragement regarding the science and practice of Behaviorology. The early papers describe the discipline of behaviorology and differentiate it from apparently similar paradigms of science. Later chapters inform us more about the contributions and promise of the "behaviorological movement."

Students of behavioral science are well served by the authors' careful development of the philosophical, historical, and rational underpinnings of the discipline they advocate. The internal consistency of their analysis is admirable and effective. These qualities equip the reader to witness the shortcomings of other approaches and to recognize why they might select to be proponents of Behaviorology.

In the second half of the text we are treated with papers that indicate the wide scope of study and application that behaviorologists can enjoy. In these pages we are introduced to how major aspects of human affairs, for example, educational systems and cultural sciences, can benefit by being developed in a "behaviorological" manner.

Throughout the text the authors are careful not to stray from empirical fact or legitimate extension from the established principles of behavioral science. Their objectivity is well taken. Certainly, to build an appreciative audience or attract adherents for this currently little-known discipline, it is important to establish a firm basis of understanding. With this they succeed while avoiding temptation to proselytize their descriptions of the great values of Behaviorology for its students and for humanity.

Those of us who are not so constrained can immediately suggest some of the outstanding virtues associated with the practice of Behaviorology. Uppermost for the individual practitioner might be the enormous stimulation, and the functional utility, offered by this unitary, comprehensive system called Behaviorology. By being equipped with an encompassing approach, the behaviorological scientist is generally able to interpret, predict, and support constructive alterations in the behavior of people.

This generative capability brings with it an ease for appreciating the deliberations and applications of all sorts of disciplines and endeavors. That is, all manner of scientific and applied activities are open to constructive analysis and contribution by behaviorologists. To realize this great potential of behaviorology requires sophisticated use of interprofessional skills, which should be given more direct attention in the literature.

While the positive motives for adopting the authors' view are attractive, the reasons that behaviorological science must be widely applied are becoming more pressing each

day. Namely, for the well being of all inhabitants of the earth, we have to develop and apply systems that support adaptive behaviors, an assignment for which Behaviorology is more suited than any other discipline. Pollution, conservation, education, and all forms of interaction are legitimate areas of concern that should benefit from the promise and power of behaviorological productivity.

Drs. Ledoux and Fraley offer us a fine text and succeed with sharing information about a substantial approach to the study of humanity. This text is easy to appreciate for what it delivers so effectively. Appreciable, also, are the vistas that the authors begin to open for us. We can hope that this is only one in a collection of publications by these authors and similarly inclined others from which we can benefit.

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