

Information About the Book

General Behaviorology: The Natural Science of Human Behavior

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General Information

This book comprehensively presents the principles and practices of the natural science of behaviorology including its answers to some of humankind's essential but long-enduring questions.

In a future behaviorology department, a beginning student might buy this book, and it would serve as the main textbook for that student's next several courses. However, the most important role for this book is not as a textbook (although it is constructed to facilitate such usage). The main role for this work is to convince people that such departments should exist in the first place and to install them among the natural sciences.

With 30 chapters (about 1,600 pages), this is the first thorough and systematic science book of behaviorology. While older, papercover versions combined the science content with a full set of instructional supplements, this hardcover edition emphasizes the science content by moving most of the instructional supplements to a separate volume. This book is constructed in the form of a science textbook for study, general reading, and reference.

Audience

This book is written primarily for members of the broadly construed natural science community, and students thereof. It introduces a new basic discipline that broadens the reach of natural philosophy and science. The perspective of this book will be most appreciated by persons whose professional behavior, in general, already respects the postulates of naturalism.

Availability

This book is available now! Copies ordered through this web site are *autographed* copies only. The author is handling autographed copies directly. To order one or more autographed copies, send to the author a check or money order that covers US\$120.00 for each copy. (Postage is included for *pre-paid* orders shipped to addresses in North America; outside the North American continent, add US\$10.00 for each copy, to help speed up the shipping.) Here is the author's address:

Contacting the Author

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Specific Information

(The basic **Table of Contents** follows this section. The following *additional* parts of the book are available on this web site in separate PDF files: the front and back covers, the **Detailed Contents**, the **Foreword**, the **Preface**, the **Introductory Chapter**, and **Chapter 1**, plus the **Bibliography**, and the **Index**. A small number of excerpts from various other chapters are also in PDF files on this web site as they were published earlier in the *Behaviorology Today* journal.)

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 trouble-

some 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*

Part 1: Basic Principles and Practices

- ☪ 1. A Natural Science of Behavior
- ☪ 2. Kinds of Behavior: Definitions and Classifications
- ☪ 3. Functional Relations in the Science of Behavior
- ☪ 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

Part 2: Advanced Principles and Practices

- ☪ 14. Multiple Term Contingencies of Reinforcement
- ☪ 15. Function Altering Stimuli: The Analysis of Context
- ☪ 16. Introduction to 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. Attitudes, Values, Rights, Ethics, Morals, and Beliefs
- ✂ 26. Verbal Behavior

Part 3: Behaviorological Answers to Long–Enduring Essential Questions

- ✂ 27. Consciousness
- ✂ 28. Person, Life, and Culture
- ✂ 29. Reality
- ✂ 30. Intellectual Evolution: Biological and Cultural ↻

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