

Behavior Analysis in the Mainstream of Everyday Life: Multiple Examples and Recommendations

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Skinner's vision for behavior analysis was that it would become a mainstream science pertinent both the minor and major problems of everyday human life. Clearly his vision has not been realized. Behavioral analysis has produced extraordinary findings in its basic domain and made multiple major contributions in several applied domains—but the best known of these contributions have been in one tail of the normal distribution of human problems (e.g., developmental disabilities). General applicability of behavior analysis to human problems is still seen as very limited by those outside the field. If behavior analysis is to become a mainstream science it will simply have to address more mainstream problems. Potential examples are virtually limitless. This presentation will cover a selection of target areas that have benefited from behavior analysis, are very prevalent, and highly pertinent to mainstream human life. They include male fertility, early child behavior problems, sleep and bedtime problems, habit disorders, incontinence, medical compliance, anxiety, and littering.