

Capitalizing on Existing Stimulus Control:



Modeling, Guidance,
and Situational
Inducement

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Modeling

- Any procedure which involves presenting a sample of any given behavior to an individual with the purpose of inducing the individual to engage in a similar behavior.



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To maximize the effectiveness of modeling:

- Use peers – people are more likely to imitate the behavior of someone who is similar to them in various ways
- Arrange for the learner to observe the model successfully perform the behavior and receive a reinforcer

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To maximize the effectiveness of modeling:

- Use multiple models –often the more people you see doing something, the more likely you are to imitate
- Combine modeling with rules and other behavioral strategies

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To maximize the effectiveness of modeling:

- Use *behavioral rehearsal* or *role rehearsal* -- practicing the behavior in a learning or therapeutic setting to increase the likelihood that those behaviors will occur in the real world.

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Summary: Guidelines for Using Modeling

1. Select models who are similar to the learner (friends / peers) and who are seen as competent individuals with prestige or status.
2. When possible, use more than one model.
3. Be sure the complexity of the modeled behavior is suitable for the level of the client.

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Summary: Guidelines for Using Modeling

- 4. Combine rules with modeling.
- 5. Have the client watch the model perform the behavior and get reinforced (preferably by natural reinforcers).

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Summary: Guidelines for Using Modeling

- 6. If possible, design the training so that correct imitation of the modeled behavior will lead to a natural reinforcer for the client. If that is not possible, arrange for reinforcement for correct imitation of the behavior.

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Summary: Guidelines for Using Modeling

- 7. If the behavior is complex, the modeling episode should be sequenced from very easy to more difficult approximations.
- 8. The modeling scenes should be as realistic as possible to facilitate *stimulus generalization*.

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Summary: Guidelines for Using Modeling

9. Use fading as necessary so that stimuli other than the model can take control over the desired behavior.

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Physical guidance:

- Usually used with fading as an aide to teaching individuals to follow instructions or imitate a model, so that instruction or modeling can then be used without guidance to establish other behaviors.



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Physical guidance:

- Reinforcing correct responses and fading out guidance facilitates the development of *generalized imitation*.
- *Generalized imitation* –after learning to imitate a number of behaviors, an individual learns to imitate a new response of the first trial without reinforcement.

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Summary: Guidelines for Using Physical Guidance

1. Be sure the learner is comfortable and relaxed with being touched.
2. Determine which stimuli you want to control the behavior so they will be conspicuously present during guidance.
3. Use rules and cue words during guidance so that they eventually control the behavior.

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Summary: Guidelines for Using Physical Guidance

4. Reinforce immediately following successful completion of the guided response.
5. Sequence guidance gradually from very easy to more difficult behavior.
6. Use fading as necessary so other stimuli can take control over the behavior.

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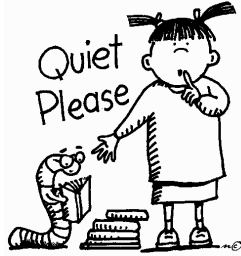
Situational Inducement:

- Influencing a behavior by using situations and occasions that already exert control over the behavior.

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Situational Inducement:

- Churches, museums and libraries tend to suppress loud talking.
- Parties tend to evoke socializing.



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Situational Inducement:

- Situational inducements in supermarkets tend to induce buying.
- Choice works of art or "conversation pieces" in our homes are *acquired* to induce conversation by visitors.



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Situational inducement can involve:

1. Rearranging the existing surroundings.
2. Moving the activity to a new location.
3. Relocating people.
4. Changing the time of the activity.

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Rearranging the existing surroundings:

Examples:

- If trying to eliminate a behavior, remove items which were S^Ds for that behavior.



- Creating a study area with a comfortable and organized desk, good lighting, facing away from the bed etc.

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Moving the activity to a new location:

Examples:

- The therapist having the arguing couple to go to a place not conducive to loud arguments, e.g. a public restaurant.



- Going to study in the library seated at a study carrel.

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Relocating people:

Examples:

- Changing seating arrangements in a classroom.



- Increasing contact with opposite sex people if trying to increase dating behavior.

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Relocating people:

Examples:

- Not associating with someone with whom you don't get along.

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Changing the time of an activity:

Examples:

- If trying to lose weight, prepare the next day's meal as much as possible right after finishing a meal to minimize the likelihood of "nibbling" while you cook and then eating a full meal.



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Changing the time of an activity:

Examples:

- If trying to improve the sex life of a couple in marriage counseling, encourage them to have sex in the morning rather than at night when one of them is "too tired."

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Summary: Guidelines for Using Situational Inducement

1. Clearly identify the desired behavior to be strengthened or the undesired behavior to be decreased.
2. Brainstorm all possible environmental arrangements in the presence of which the desired behavior has occurred in the past and is likely to occur. Consider people, places, times, days, events, objects present, etc.

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Summary: Guidelines for Using Situational Inducement

3. From the list of stimuli that have controlled the target behavior in the past, consider which could be easily manipulated to control the desirable and/or undesirable behavior.
4. Arrange for the client to be exposed to be exposed to the stimuli that control the target behavior in the desired way and to avoid locations and arrangements that do not have this control.

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Summary: Guidelines for Using Situational Inducement

5. Make sure that undesirable behaviors never occur in the presence of situations introduced to strengthen desirable behaviors.
6. Be sure to reinforce the occurrence of the desired behavior in the presence of the new arrangement.

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