

**PSY 310**  
**Behavior Modification**  
**Spring 2025**  
**Online**

Instructor Information:

Amy Campbell, Ph.D.  
Psychology Department  
1309 ASH  
(616) 331-2409  
[campbeam@gvsu.edu](mailto:campbeam@gvsu.edu)

Office Hours: By appointment

Couse Information:

**Required Text:**

No required text: all readings placed on Blackboard

**Course Description:**

This course is designed as an overview of Behavior Modification for advanced undergraduate students. This course takes an empirical approach to behavioral psychology, and will examine the relevant theoretical underpinnings of behavioral techniques, strategies to design effective interventions, and various applications. Please note that you will be asked to critically examine empirical data and the rationale for behavioral interventions. This course will expose students to the study and the application of learning principles, techniques and procedures to the understanding and treatment of human behavioral and psychological problems in a wide range of settings. Some areas of application include developmental disabilities, special education, clinical psychology, business and industry, self-management, child management, and preventative behaviors.

**Course Objectives:**

1. Differentiate between various principles of operant conditioning, including but not limited to reinforcement, punishment, extinction, shaping, chaining, and verbal and rule-governed behavior.
2. Evaluate a behavior modification program and use the theoretical principles to understand, modify, and shape programs to modify behavior in a variety of settings and service organizations.
3. Describe behavioral problems and the underlying principles used to explain such aberrant behavior, as well as possible consequences of maladaptive behavior.

**Grading:**

Grades will be calculated by dividing the total number of points earned by the total number of possible points (250). A letter grade will be assigned based on the grading scale listed below.

**Course Requirements**

Quizzes (6 @ 20pts)	120pts
Behavior Change Assignment	50pts
Group Presentation	50pts
Engagement Activities	30pts

Total            250pts

**Grading Scale**

93% and above	A
90% - 92%	A-
87% - 89%	B+
83% - 86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
60% - 66%	D
59% and below	F

## **Online Course Information**

This course is taught under the online designation, meaning that that entire course will be delivered online through Blackboard (lms.gvsu.edu). To access this site, you will need your GVSU login and password. If you do not have a login, please contact IT ASAP. There will be NO face-to-face class meetings. Although this course is delivered online, it is not self-paced, and students are expected to actively participate in the course throughout the entire semester.

Our course weeks will run from Monday through Sunday.

## **Course Technologies:**

As previously stated, the course will utilize Blackboard extensively. You must have consistent and reliable access to the internet. In addition, you must have speakers (or headphones) for your computer as some content will be delivered with audio. All computers on campus have audio capabilities (with headphones).

All documents must be submitted in Microsoft Word or as a PDF file. I am unable to open up other types of documents.

Please be aware that I do not provide assistance regarding “technical difficulties”. If you are unfamiliar with Blackboard and other programs that will be used for this course, there are multiple resources available on campus and on the course site. Unless the Blackboard site is down campus-wide, technology problems are not valid excuses for late assignments/posting.

## **Course Format and Structure:**

This course is broken down into 6 weekly modules. Each week, I will post content by Monday at 8:00am (at the latest). Each learning unit will focus on a topic area. Each week I will post an outline for the class tasks that need to be completed that week. I will also include reminders for upcoming assignments, feedback, etc. It is important that you check this announcement early in the week. **Any changes that I make to this course schedule or due dates will be contained in this document.**

Each week, I will post brief lecture(s) on course content, online modules from other sources, and readings. I may also provide links to other videos/lectures that you are expected to watch as part of the course content.

The majority of weeks will also have discussion board, assignments, and quizzes. See the schedule for an outline of the assignments and due dates.

## **Course Requirements and Assignments**

### **Engagement Activities (30pts total):**

Each week, there will be a variety of “engagement activities” posted on the site. These activities may include discussion board posts, practice activities, or additional videos/responses. You can earn up to 30pts total during the semester.

### **Quizzes**

There will be a total of 6 quizzes (20pts each) in this class. The quizzes will be taken on Blackboard. The purpose of the quizzes is provide you with immediate feedback on mastery of critical concepts in this class. Each quiz is worth 20pts and will cover the content in the assigned readings and lectures from that weeks content. The quiz must be completed by Sunday evening at midnight. The quizzes will consist of multiple choice, true/false, matching questions, and short answer.

Academic Integrity for quizzes: Quizzes will be taken using Respondus lockdown. You may use notes on the quizzes, but they must be either printed out or handwritten. The Respondus lockdown system ensures that you are unable to access other websites or parts of your computer during the quiz, which is why the notes must be handwritten or printed out. In addition, I will use the video proctoring, but understand that you will be using your notes. The video proctoring is ensure that the quiz is completed independently and without the aid of AI technology.

**Note: Late quizzes will not be accepted (i.e., they will receive a 0) unless an extension is approved ahead of time. This is a strict policy. If you must re-schedule a quiz, I am happy to be flexible, but you must communicate that ahead of time. There are no exceptions to this rule.**

#### Behavior Change Assignment (50pts)

You will complete a behavior change assignment this semester. For this, you will be required to select a behavior to change and implement an intervention. You will work on this assignment throughout the semester, and more specific directions will be posted.

#### Group Presentation (50pts)

Working in a group of 5, you must research a specific topic related to behavior analysis (topics provided), create a presentation, and develop resource materials. This presentation will be recorded, and posted for the entire class, in addition to other resources. Grade will be based on the quality of the presentation, fluency with the content, and active participation.

### **Course Policies**

1) Participation: I expect that you will be engaged in this class on a regular basis throughout the entire semester. This means: logging into the site several times per week, completing all assignments, and regularly posting to the discussion board. Do not allow yourself to “disappear” for a couple of weeks, as this will adversely impact your grade. Although you may have the impression that on-line courses are easier and less work than traditional courses, I have found that on-line courses require more work and time.

2) Communication: Our main form of communication will be via email. However, be aware that I am not available to answer emails 24 hours a day, 7 days a week. During the workweek (Monday through Friday from 9 to 5) I check my email several times per day. In general, you can expect a response from me within 24 hours, often sooner. Although I may check my email on the weekends, I reserve the right to limit my email access. Therefore, do not expect a quick response if you send an email after 5:00pm or on the weekend. Please plan accordingly. As the volume of emails can become somewhat difficult to manage, I ask that you follow the “Three before me” rule. Prior to sending me an email with a question regarding class logistics, assignment directions, or technology issues, please do the following:

Check the syllabus, assignment description, or course calendar for the answer to your question.

- Click on the “help” button on blackboard and utilize the resources available to answer your question.
- Email another student in the class with your question.

If after completing all three steps, you are unable to find the answer to your question, send me an email. You are also welcome to stop by my on-campus office hours or schedule a phone conversation. I utilize Blackboard for sending emails, so be sure that you regularly check your GVSU email account.

3) Late Policies: All assignments and activities must be complete by the due date. If you need an extension, I am happy to accommodate that. You must ask for the extension PRIOR to the due date. If you fail to notify me of needing an extension before the due date, you will receive a 0 for the activity. There are no exceptions to this policy.

4) Use of AI Technology: Using AI technology to complete any course requirements is forbidden, unless an allowance is specifically made. If I suspect that AI may have been used inappropriately, I reserve the right to require you to provide a verbal response or explanation. For example, if I suspect AI was used to formulate a response to a short answer question, you may be asked to provide a verbal response to the question in a Zoom meeting. Inappropriate use of AI is considered an academic integrity violation.

## **University Policies**

Accommodations for Students with Disabilities: If there is any student in this class who has special needs because of a learning, physical, or other disability, please contact me or Disability Support Services (DSS) at 331-2490. Although students with disabilities are held to the same academic standards as all other students, accommodations will be provided for you, as appropriate. Where warranted, accommodations will also be provided to students without a diagnosed disability if that student discusses the specific need with me and the accommodation appears to be justified. Furthermore, if you have a disability and think you will need assistance evacuating this classroom and/or building in an emergency situation, please make me aware so I can develop a plan to assist you.

Academic Integrity: Students are expected to adhere to the university's policies on Academic Honesty. These policies are described in the catalog and in the Student Code. Cheating and plagiarism will be dealt with as per the procedures described in the Student Code.

Plagiarism: As described in Section 223.01 of the Student Code, "any ideas or material taken from another source for either written or oral presentation must be fully acknowledged. Offering the work of someone else as one's own is plagiarism. The language or ideas taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches or the writings of other students ... Any student who fails to give credit in written or oral work for the ideas or materials that have been taken from another is guilty of plagiarism." In sum, copying the work of any other individual, whether that of another student, researcher, author or editor is considered plagiarism. This is not acceptable and will be dealt with according to the policies set forth in the Student Code, which may include receiving a 0 on the assignment, failing the course, and/or other university consequences.

If you have questions regarding the appropriate use of citations and plagiarism, please contact the instructor BEFORE turning the assignment in. Please note that taking extensive content word-for-word from a journal, book or website is considered plagiarism.

## Course Schedule

Week	Dates	Reading	Topic	Assignments
1	5/5 – 5/11	Friman 2021 Biglan, Ch. 1	<ul style="list-style-type: none"> <li>What is applied behavior analysis?</li> <li>Applications of ABA</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 1</li> <li>Engagement Activity</li> </ul>
2	5/12 – 5/18	Miltenberger Ch. 2 Price et al, Ch. 10	<ul style="list-style-type: none"> <li>How do we collect data on behaviors?</li> <li>Measuring Behaviors</li> <li>Graphing Behaviors</li> <li>Evaluating Interventions</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 2</li> <li>Engagement Activity</li> </ul>
3	5/19 – 5/25	Miltenberger Ch. 4 Biglan Ch. 2, 3	<ul style="list-style-type: none"> <li>How do you increase behaviors?</li> <li>What is reinforcement?</li> <li>Positive and negative reinforcement</li> <li>Schedules of reinforcement</li> <li>What impacts reinforcement?</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 3</li> <li>Engagement Activity</li> <li>Behavior Change Assignments part 1 due</li> </ul>
4	5/26 – 6/1	Martin & Pear Ch 5, 12 Biglan Ch. 4	<ul style="list-style-type: none"> <li>How do you decrease behaviors?</li> <li>What is Extinction?</li> <li>What is Punishment?</li> <li>Ethics of Punishment</li> <li>Distinguishing reinforcement and punishment</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 4</li> <li>Engagement Activity</li> </ul>
5	6/2 – 6/8	Miltenberger Ch. 9-12	<ul style="list-style-type: none"> <li>How do you teach new behaviors?</li> <li>Shaping</li> <li>Chaining</li> <li>Prompting</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 5</li> <li>Engagement Activity</li> <li>Group Presentation DUE by 6/8</li> </ul>
6	6/9 – 6/15		<ul style="list-style-type: none"> <li>How can you use applied behavior analysis in different settings?</li> </ul>	<ul style="list-style-type: none"> <li>Quiz 6</li> <li>Behavior Change Assignment Due June 17 (during finals week)</li> </ul>