

Behavior Analysis

Behavior Analysis is the scientific study of the principles of learning and behavior. This field of science is concerned with describing, understanding, predicting, and changing behavior. They seek answers by looking at the biological and environmental factors, although they are primarily interested in the role of environment in behavior change.

There are three main branches to the field:

1. Conceptual Behavior Analysis, focuses on the philosophical, theoretical, historical, and methodological issues that underlie the field.
2. Experimental Behavior Analysis, involves basic research intended to add to the body of knowledge about phenomena that control and influence behavior.
3. Applied Behavior Analysis is focused on the application of the principles of behavior to the needs of individuals to promote behavior change and improve quality of life.

REFERENCIA

(N.D.) New Mexico Association for Behavior Analysis

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<https://www.nmaba.org/what-is-aba/>