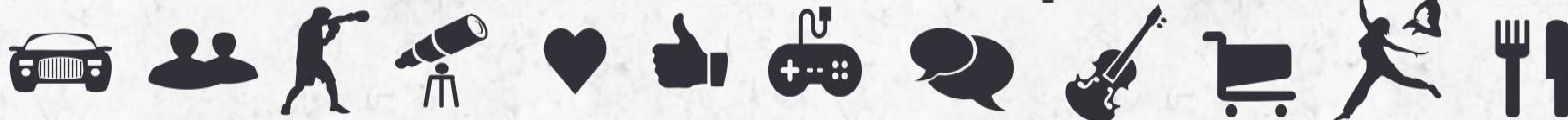


# Student-Generated, Media-Rich Examples of Behavior Analysis

# In Real Life



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## Why Did I Create This Innovation?

### Inspiration

- ❖ I discovered an app called "dscout" that allows researchers to send "missions" to participants' smart phones. To complete the "mission," participants capture either a picture or 30-s video clip (called a "snippet") and answer researcher-selected questions or rate the snippet on various dimensions.
- ❖ I was inspired to use this app as an educational tool, so I created an assignment (see Figure 1) for my graduate class that involved sending the students "missions." Each mission required the students to capture a "snippet" demonstrating an example of a principles of behavior analysis (BA) operating in their everyday life.

### Mission/Goals

- ❖ My goal was to create an assignment that promoted active engagement and required graduate students to apply behavior analytic theory to their everyday life.
- ❖ I hypothesized that this assignment would reinforce the student's application of theory to practice and prepare them as astute researcher-practitioners.

### Closing the Achievement Gap

- ❖ The principles of behavior analysis are foundational: they are taught early in the undergraduate curriculum, and an understanding of the principles underlies student success with advanced coursework in the behavioral sciences (all the way up to the doctoral level and beyond).
- ❖ Currently, there is a clear shortage of qualified behavior analysts at the national, state, and regional level.
- ❖ Providing better support of the foundational principles at both the undergraduate and graduate levels could help close the achievement gap in the behavioral sciences, especially for underrepresented individuals (see What Is the Innovation section).

### Theory and Evidence that Informed my Innovation

- ❖ Behavior analysis, gamification, integration of technology, flipped classroom



Figure 1. Excerpt from the BA IRL Assignment, created in Piktochart.

- ❖ The content I received from the assignment was incredible! It was much more rich, diverse, and entertaining than the examples of the principles of behavior analysis that are included in textbooks on behavior analysis

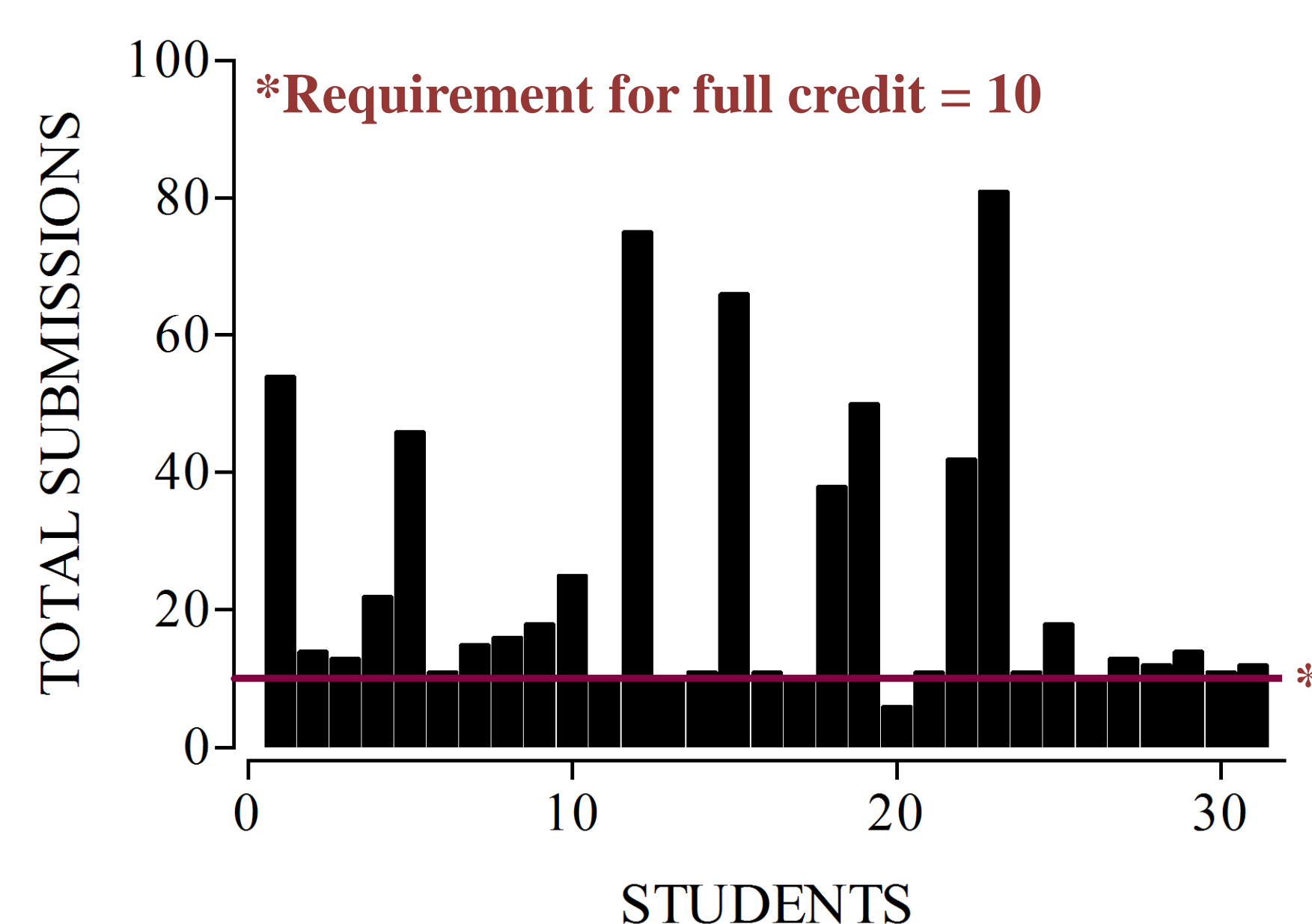


Figure 2. Student submission rates far exceeded the requirement for full credit.

**756 snippets** were submitted across 31 graduate students!

That's 756 examples of Behavior Analysis In Real Life!

### "Snippet" Examples:

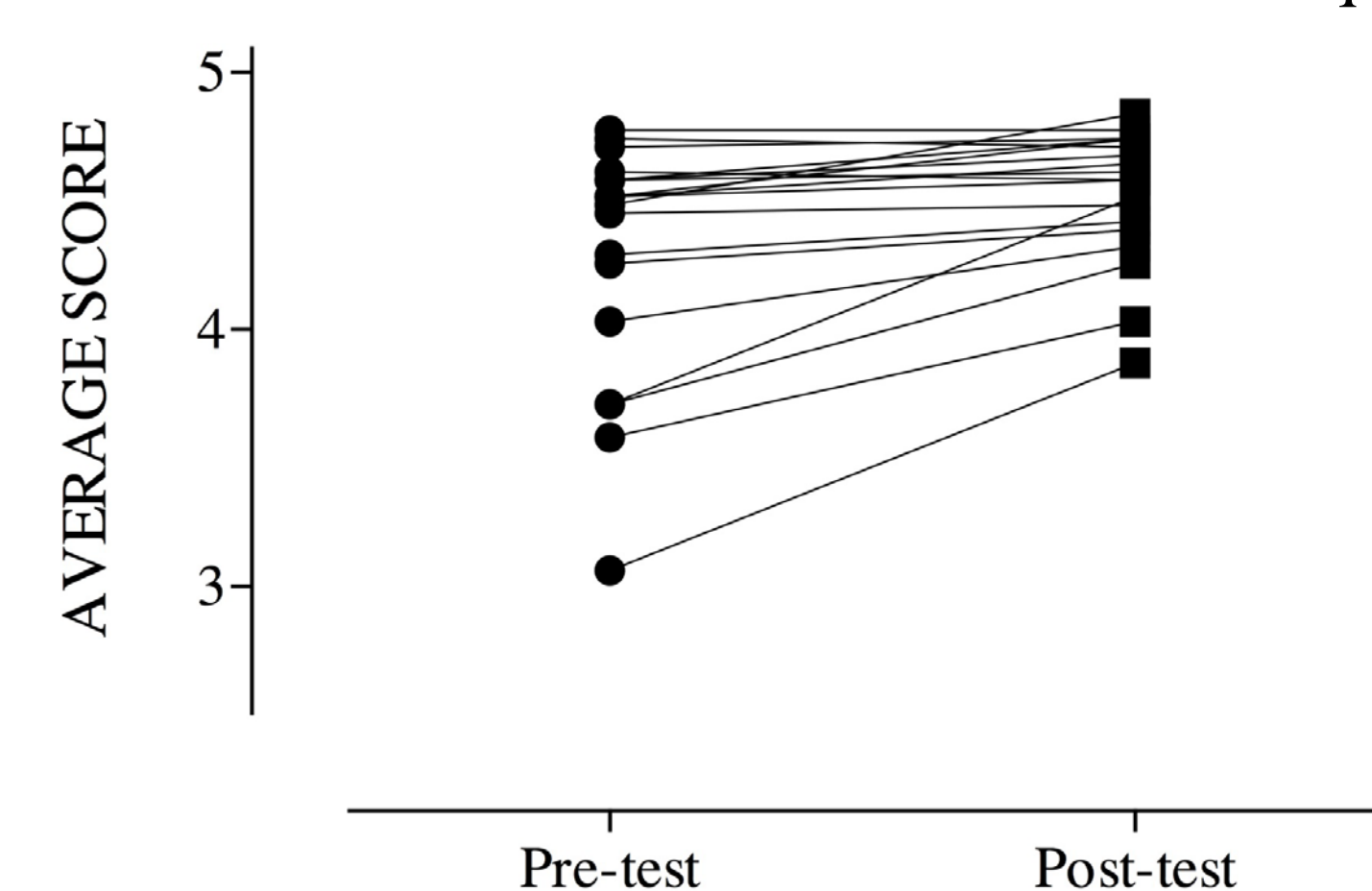
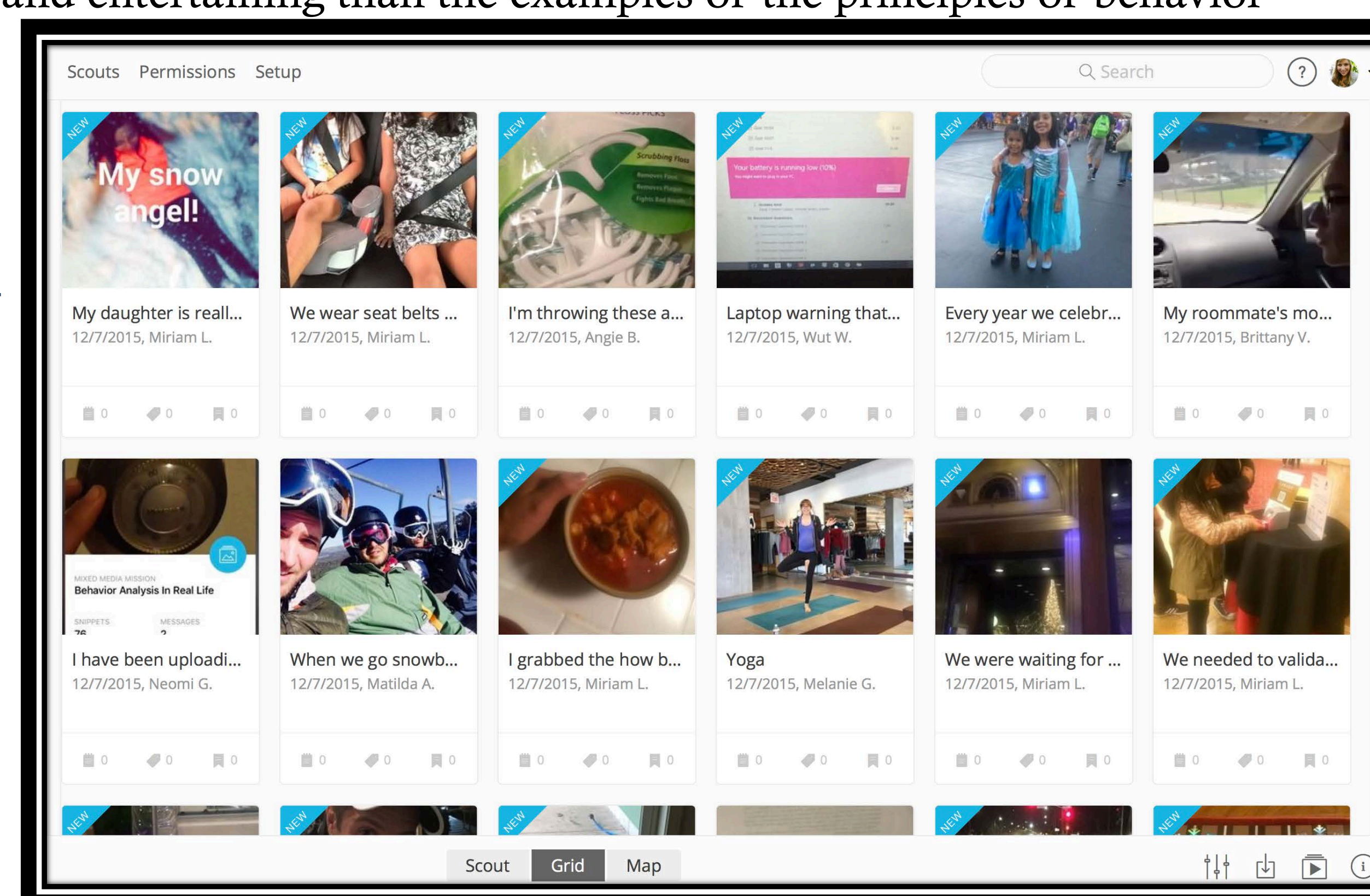


Figure 3. Student average rating of confidence with the principles of behavior analysis from 1 (no confidence) to 5 (very confident). Each data point represents a different principle. Surveys were completed on the first (pre-test) and the final (post-test) class.

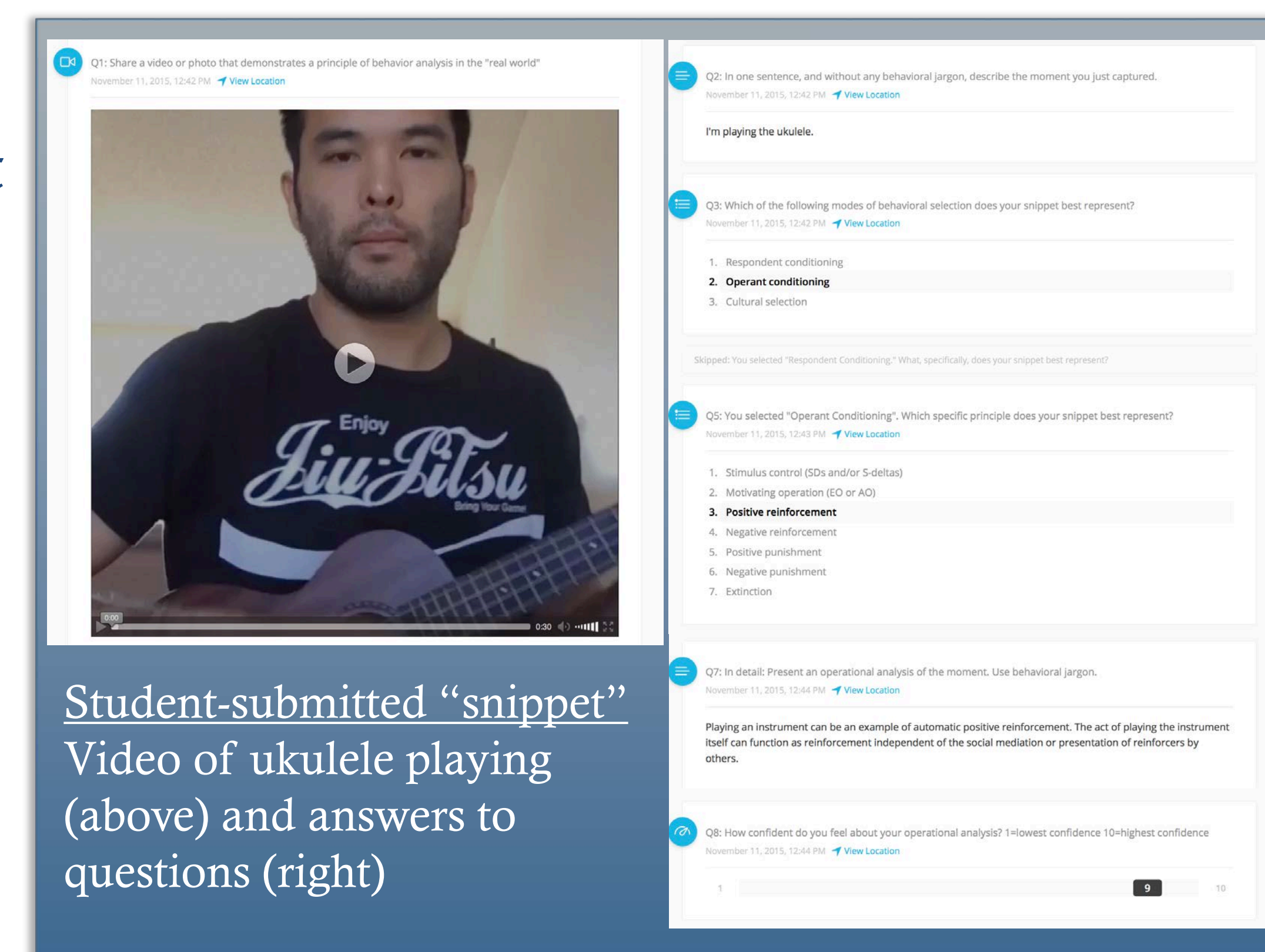
## What is the Innovation?

- ❖ This innovation capitalized on students' natural interest in capturing and sharing aspects of their everyday life using technology. The assignment essentially took a high probability activity (i.e., capturing moments in picture or video) for students and embedded it in a theoretically-rich assignment. The dscout app provided a permanent product that was a source of feedback, grading, sharing, organizing, and downloading. This all occurred outside of the classroom!
- ❖ The instructor benefitted enormously from the assignment, as it created media-rich examples that can be re-used with students who are in the initial stages of learning.

### For instance: The concept of automatic positive reinforcement

The two examples in the textbook are:  
 (1) Massaging one's scalp to produce a tingling sensation  
 (2) An infant saying "mama" in a crib to hear the sound of the word

By contrast, the dscout assignment produced over 30 examples that ranged from student driving habits, to free time activities (see snippet to the right), to meditation, to eating habits, to quirky habits/rituals (e.g., nail biting), etc.



- ❖ These student-generated, media-rich examples may help **close the achievement gap** in the behavioral sciences by:
  - ❖ Providing **many examples** of behavior analytic principles at the outset (undergraduate) of training
  - ❖ Providing **media-rich content** that is enjoyable and **free to access**
  - ❖ Providing **culturally-diverse** examples that might be more relevant than textbook examples (written primarily by white males)
  - ❖ Providing **age-appropriate** examples from a students' perspective

## What Impact Did the Innovation Have on CSUN students?

## What are my Future Directions?

### How Could This Be Scaled?

- ❖ Now that I have a rich collection of examples of the principles of behavior analysis, I plan to organize these "snippets" into a Moodle-Lesson that my undergraduates can access freely as they first learn the principles.
- ❖ The College of Social and Behavioral Sciences is funding a research project to evaluate the impact of: (1) the assignment on graduate engagement, and (2) free access to "snippets" on undergraduate success in behavioral coursework.

### Future Partners

- ❖ If effective, this innovation should be considered by other disciplines that contain topics relevant to everyday life. For example:
  - ◆ Geography
  - ◆ Family and Consumer Sciences
  - ◆ Anthropology
  - ◆ Urban studies
  - ◆ Etc.
- ❖ The university also should consider a discussion with the makers of dscout, who have a beautiful interface that is mainly used for applied research (I was the first educator to request their product for teaching)

On a scale of 1 (strongly disagree) to 5 (strongly agree), rate the following:

	1	2	3	4	5	Avg.
The dscout app helped me practice fundamental concepts in behavior analysis					█	4.7
The dscout app helped me achieve the course objectives				█		3.7
The dscout app was fun to use					█	4.7
I would recommend that the professor use the dscout app again in future classes					█	4.9
The dscout app improved my motivation in this course				█		3.7
The dscout app improved my performance in this course				█		3.6
The dscout app made me feel more connected with my professor					█	4.5
The dscout app was easy to use					█	4.6

Table 1. Class average ratings on a post-test survey regarding personal benefits of the dscout app