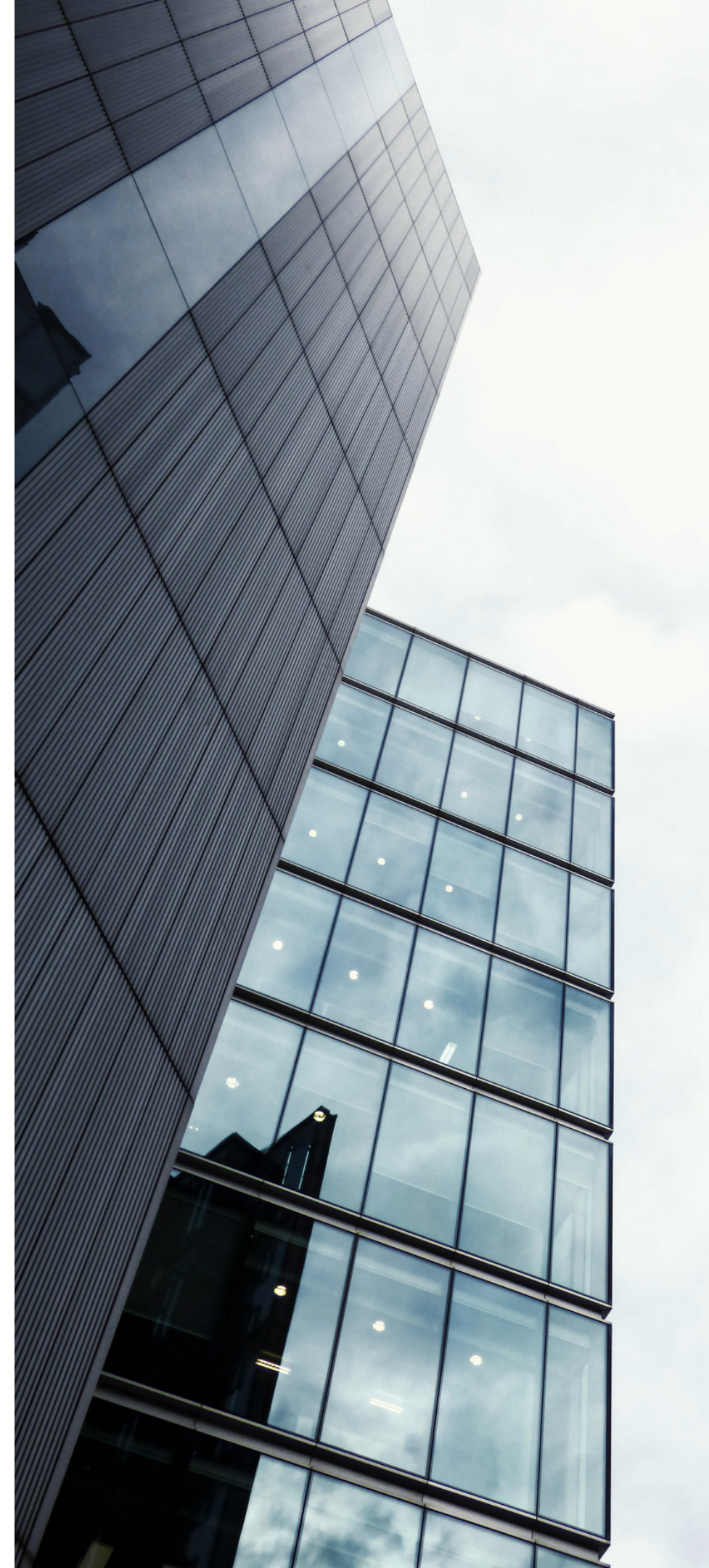


MODIFIKASI PERILAKU-PSG205

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Pengantar Modifikasi Perilaku

Karakteristik Perilaku :

- The characteristics that define behavior are as follows :
- Behavior is what people do and say
- Behaviors have one or more dimensions that can be measured. (Duration, frequency, intensity)
- Behaviors can be observed
- Behaviors have an impact on the environment
- Behavior is lawful
- Behaviors may be overt or covert



Contoh Perilaku :

01

Martha sedang mengetik di depan laptop kesayangannya

02

Bayi Aleesha terjatuh dari tempat tidurnya dan menangis setelahnya. Ibunya kemudian menenangkannya

Jadi, apa itu modifikasi perilaku?

Def.

- Behavior modification is the field of psychology concerned with analyzing and modifying human behavior.
- Analyzing means identifying the functional relationship between environmental events and a particular behavior to understand the reasons for behavior or to determine why a person behaved as he or she did.
- Modifying means developing and implementing procedures to help people change their behavior.

Karakteristik Modifikasi Perilaku

01

Focus on behavior

02

Procedures based on behavioral principles

03

Precise description of behavior
modification procedures

04

Treatment implemented by people
in everyday life

05

Measurement of behavior change.

06

De-emphasis on past events as causes of behavior

07

Rejection of hypothetical underlying
causes of behavior



Sejarah Modifikasi Perilaku



01

- Ivan P. Pavlov (1849–1936) Pavlov conducted experiments that uncovered the basic processes of respondent conditioning. He demonstrated that a reflex (salivation in response to food) could be conditioned to a neutral stimulus.
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- In his experiments, Pavlov presented the neutral stimulus (the sound of a metronome) at the same time that he presented food to a dog. Later, the dog salivated in response to the sound of the metronome alone
- Pavlov called this a conditioned reflex.



02

- Edward L. Thorndike (1874–1949) Thorndike’s major contribution was the description of the law of effect. The law of effect states that a behavior that produces a favorable effect on the environment is more likely to be repeated in the future.
- In Thorndike’s famous experiment, he put a cat in a cage and set food outside the cage where the cat could see it.
- To open the cage door, the cat had to hit a lever with its paw. Thorndike showed that the cat learned to hit the lever and open the cage door.
- Each time it was put into the cage, the cat hit the lever more quickly because that behavior— hitting the lever—produced a favorable effect on the environment: It allowed the cat to reach the food



03

- John B. Watson (1878–1958) In the article “Psychology as the Behaviorist Views It,” published in 1913, Watson asserted that observable behavior was the proper subject matter of psychology, and that all behavior was controlled by environmental events. In particular,
- Watson described a stimulus–response psychology in which environmental events (stimuli) elicited responses. Watson started the movement in psychology called behaviorism



04

- B. F. Skinner (1904–1990) Skinner expanded the field of behaviorism originally described by Watson. Skinner explained the distinction between respondent conditioning (the conditioned reflexes described by Pavlov and Watson) and operant conditioning, in which the consequence of behavior controls the future occurrence of the behavior (as in Thorndike’s law of effect).
- Skinner’s research elaborated the basic principles of operant behavior

PENERAPAN MODIFIKASI PERILAKU :

- Developmental Disabilities
- Mental Illness
- Education and Special Education



PENERAPAN MODIFIKASI PERILAKU :



Rehabilitation



Community Psychology



Clinical Psychology



PENERAPAN MODIFIKASI PERILAKU :

→ Business, Industry, and Human Services

→ Self-Management

→ Child Management



PENERAPAN MODIFIKASI PERILAKU :



Prevention



Sports Psychology



Health-Related Behaviors



Referensi :

Miltenberger, R.G. (2008). Behavior Modification Fourth Edition. California : Thomson Higher Education

