

INTRODUCTION TO JOEL GREENSPOON'S REMINISCENCES

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Editor

A recurring ad for public television quotes Edward R. Murrow as saying, "This medium can teach." Learning about the early years of our science is what this series of articles is about. We are pleased and honored to have Joel Greenspoon as our guide on this first trip back in time. Professor Greenspoon entered the graduate program in psychology at Indiana University when Skinner was department chair. Skinner taught only two courses, but virtually every graduate student enrolled for both of them. It was in one of these classes that Greenspoon became interested in verbal behavior and that interest eventually led to his verbal conditioning experiment in 1955. A citation classic, that study was the only experimental reference in Skinner's *Verbal Behavior*.

After retiring from the University of Texas system in 1987 as Professor Emeritus, he is continuing his long and productive career by serving as Visiting Research Professor in the Center for Behavior Analysis at University of North Texas.