

FOREWORD

Janet Ellis
Editor

This issue of BSI is one that we hope will be modelled again in the future because it offers a potpourri of articles that, while focusing on behavior change, per se, view this phenomenon from interesting vantage points. Behavior change across time is reflected in our **Reminiscences** by Paul Fuller. Dr. Fuller's career began with a study which has been frequently cited. Most recently, Vollmer and Iwata (1991) noted that Fuller's (1949) early research demonstrating "... that reinforcement principles were applicable to the behavior of even the most profoundly retarded individuals was highly significant" (p. 279). In Dr. Fuller's remembrances he gives our readers insight into the prevailing views of behavior analysis from medical and psychological researchers—as well, he discusses the importance of applying behavioral technology to clinical problems with normal populations.

The Ninness et al. manuscript, **Facilitating Objective-Setting In Behavior Therapy Through Social Mediation**, describes an empirical intervention targeted for clinicians. These authors make the point that behavior analysis procedures that modify the therapist's behavior, given the current health service delivery system, could prove to be an important aspect in the survival of private therapy. Jefferson Fish, **Does Problem Behavior Just Happen? Does It Matter?**, takes an entirely different approach to clinical work. He asks whether or not it is even useful to consider causes of problem behavior as a necessary prerequisite to changing it.

Mawhinney's thesis, contained in his article, **Metabehaviors as Discriminative Stimuli for Planned Cultural Evolution**, is that professionals interested in outcomes produced by human behavior (past and present) need to "assemble a behavioral technology" to reverse current negative cultural trends (e.g., child abuse, increasing numbers of emotionally disturbed children, adult criminal behavior).

And, finally, our two book reviews in this issue cover very disparate subject areas—neuroendocrinology (*An Introduction to Neuroendocrinology* by Richard Brown) and its importance to behavior analysis and the history of co-housing, and socialized neighborhood design (Dolores Hayden's *The Grand Domestic Revolution*). However, the reviewers, Greenspoon on neuroendocrinology and Altus on co-housing, clearly highlight the relevance of these topics to our science.

We value feedback and if you, our readers, are interested in responding to issues raised in any of the aforementioned articles, please send your commentary to the Editor. We shall forward your letters to the author for consideration and response. We would consider publication of such dialogues in future issues.

REFERENCES

- Fuller, P. R. (1949). Operant conditioning of a vegetative human organism. *American Journal of Psychology*, 62, 587-590. <http://dx.doi.org/10.2307/1418565>
Vollmer, T. R. & Iwata, B. A. (1991). Establishing operations and reinforcement effects. *Journal of Applied Behavior Analysis*, 24, 279-291. <http://dx.doi.org/10.1901/jaba.1991.24-279>