BAAM

BEHAVIOR ANALYSIS ASSOCIATION OF MICHIGAN

March 25, 1991

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Dear Steve:

On behalf of the BAAM executive committee, I would like to thank you for your excellent keynote address "On-charting Behavior and the World" which you delivered last Friday. The reaction to your talk was very positive by everyone I talked to. In fact, many people kidded me that you are even more into charting and record keeping than I am! They could see why I selected you to be our keynote.

Charting Behavior and the World
22 March 1991
Behavior Analysis Association of Michigan Keynote

GONNA PEAT SOME THEMES AT YA!

(A) Peat Themes: What I have to say

- Huge Cludthunker to Hi-tech Gizmo: ephemeralization
  - Doing more with less and less (monstrosity — a true wonder tool)
    - ~~Inner behavior by you will help me keep these themes straight~~
      - to my right/ to my left

Background themes:

- INFORMATION INCREASING BY MULTIPLYING
  - Show chart of Anderla
  - Show chart of scientific progress
- (B) COUNTER THEMES — New Information is resisted
  - Fundamentalism Quote
- (C) Needs vs. Wants
  - Dependable transportation vs Laser printer

REpeat Main Theme

- Handle information QUICKER and BETTER
  - Better = See stuff otherwise missed completely
  - Missssssed Compleeeeeeetely
- Our intake of information can be limited by our processing speed
- Maximal accuracy and maximal intake speed will be accomplished by standard ...
- Clinging to old behaviors will likely prevent
- Schematic of People
  - Skinner - Fuller - Lindsley - Porter
- (D) BF Skinner Quote

(E) Example 1 Buckminster Fuller

- Background on Bucky
  - Couple of SCC charts w/out explanation
- The Dymaxion Earth-Sky-Ocean Map
  - Globes and maps
    - Mercator Projection
    - Fuller Projection
  - (F) How you get faster with familiarity
    - Examples of Data on Map
  - (G) Discovery catalyzed by Dymaxion Map
    - World Game in place of War Games
    - World Energy Grid
    - Wealth and units of money

(H) Example 2.Thomas Malthus

- Birth rate increasing by *; Resources increasing by +

(I) Fuller monitors world data too
Fuller Quote and charts backing it Mention Critical Path
~~Come back to this with SCC late~~ Go right to it

Switching Gears Closer to Home

(J) Example 3. Ogden Lindsley
- Basic Contributions
  - Extended frequency (Celeration)
  - Standard Chart for all behavior and behavers
    - *2 Corner to Corner
    - Daily, Weekly, Monthly, Yearly
  - Plain Language
    - Find words that compel the appropriate interpretation
    - Frequency, Celeration, Bounce, Jumps, Turns
- Crucial for Behavior Analysis The Heavy Stuff
  - Reinforcement/Punishment not precise enough
  - Need new car
  - The Categories

(K) Rechart Fuller

(L) Extreme Cases

(MC) Whole World

(N) Jumps + Turns

Example 4. Kathy Porter
- JABA charts recharted on SCC
- Show Original
- Show SCC Rechart

(O) Example 5. Charting One's Own World
- Charting "accomplishments" (Tom Gilbert) or products
- Fuller did. Example here recharted on SCC
- Professional
  - Student SAFMEDS Daily
  - Student Grades Yearly
  - Student Ratings Yearly
- Financial
  - Earns salary (YEARLY)
  - Pays Bills (MONTHLY)
    - Phone
    - Electricity
    - Gas
    - Water
    - Credit card
- Sports?
  - Career Baseball (YEARLY)
    - Compare to Cobb and Rose?
  - Running
    - Cycles on monthly?
  - Basketball
  - Cycling

Driving?
Ping Pong
Example 6. Finale: The World
Back to Fuller's Quote
Rechart on SCC
Show Charts
REPEAT THEME

TAKE IT UP

Describing behavior change as increase or decrease appears inadequate.

"Counterturns" have both an increasing and decreasing effect

"Science, Technology,

and Quality

Require Standards."

- Ogden Lindsley

"Care enough to chart!"

- Ogden Lindsley

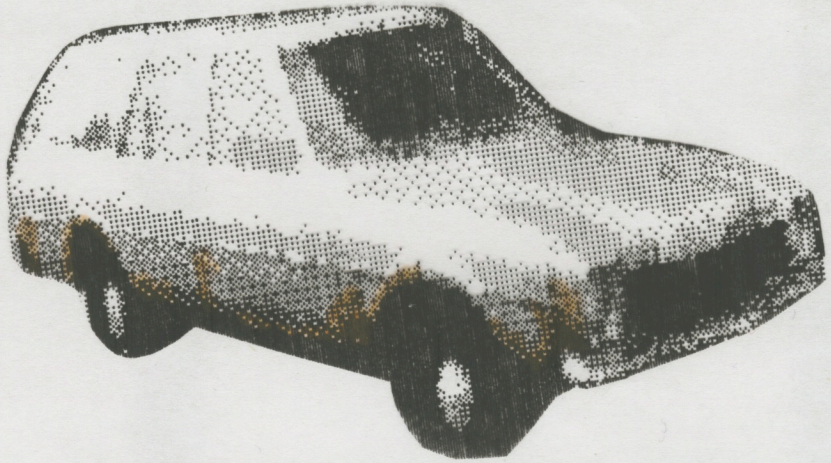
We behavior analysts
need
to handle information
quicker
and
more accurately

Charting Behavior and the World

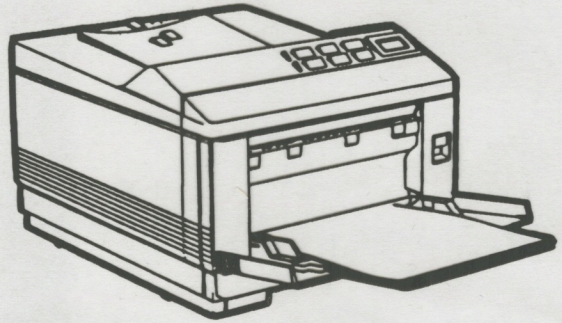
Stephen A. Graf
Youngstown State University

Information Increasing by Multiplying

How can you keep pace?



NEED: Dependable transportation



WANT: Laser printer for computer

Fundamentalism

Refusal to part with belief
despite data
favoring another system

- **Ignore the data**
- **Deny the data**
- **Ridicule the data or data-gatherer**

"In choosing rate of frequency responding as a basic datum and recording this conveniently in a cumulative curve, SCC we make important temporal aspects of behavior visible.

Once this has happened, our scientific practice is reduced to simple looking."

- Skinner, B.F. A case history in scientific method. American Psychologist, 1956, 11, 221-223.

Monitoring Standards

STANDARD CELERATION ™ CHARTS

A standard chart set with:

- Frequencies up the left on 6 cycle X 10 scale.
- Calendar time on bottom synchronized on + scale.
- 8 x 5.25 " grid fits screens.
- 34° angle is doubling each Celeration Period™.

Ogden R. Lindsley

Monitoring Standards

STRETCH TO FILL CHARTS

Unique chart for each case with:

- Frequencies up the left on + or X scale, truncated and laminated to fill screen.
- Sessions across bottom on + scale, truncated and laminated to fill screen.
- Start at case birthdate, not calendar synched.

Ogden R. Lindsley

Monitoring Standards

SCC MONITORING ADVANTAGES

- Time saving - 2 min / chart.
- Directly see effect quantities.
- Easily project outcome date.
- Compare with other cases.
- Separate jumps from turns.
- Discover variables from:
  - celeration changes.
  - exceptional days.
- Combine cases in meta charts.

Ogden R. Lindsley

Monitoring Standards

STFC MONITORING DISADVANTAGES

- Time consuming - 20 min / chart.
- Cannot see effect quantities.
- Cannot project outcome date.
- Cannot compare progress with other similar cases.
- Variance skewed and not homogenous.
- Cannot combine cases in a collective chart.

Ogden R. Lindsley

For more information on
Standard Celeration Charting:

The Standard Celeration Society
P.O. Box 169
Nonantum, MA 02195

The Journal of Precision Teaching
Center for Individualized Instruction
Jacksonville State University
Jacksonville, AL 36265

For more information
on Buckminster Fuller
or the World Game:

The World Game Institute
3508 Market Street
Philadelphia, PA 19104
(215) 387-0220

Buckminster Fuller Institute
1743 South La Cienega Blvd.
Los Angeles, CA 90035
(213) 837-7710

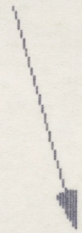
Fuller's Dymaxion Map

whole planet earth's geography:
displayed
on one flat surface
without any visible distortion
in shape or size
and
without any breaks in its
continental contours

one-world island in one-world ocean

Database:
inventory of physical resources of earth, behaviors, trends, vital needs, etc.

How to make the total world work successfully for all of humanity



The World Game

Map Projections

- Mercator
- Polyconic
- Polar azimuthal
- Dymaxion Sky-Ocean

Most frequently used?

4 Problems?

- Greenland
- N. America
- Antarctica
- 24000 mi. gap

Best map of the world?

Globe: the bigger the better?

- the bigger the globe, the less of its surface you can see and read at any one time

A world electrical-energy
network
grid

to
Deliver electric energy anywhere
to anyone at anytime
at one common rate

- Buckminster Fuller

Fundamentalism

Refusal to part with belief
despite data
favoring another system

- Ignore the data
- Deny the data
- Ridicule the data or data-gatherer

B. Fuller's Dymaxion Map

Nonvisibly distorted,
one-world-island-in-one-world-ocean,
90° longitude-meridian backbone,
north-south oriented,
sky-ocean
world map