

This is quite a usual consequence of the development of a new field of endeavour and has good precedent in most of the other professions. It can only be hoped that the sort of service which is offered by the Institute will soon be much more widely available through other types of organisation as well.

Yours faithfully,
Robert Sharpe, Ph.D.

NAME OF THE ASSOCIATION

Dear Sir,

Thank you for the copy of the Bulletin, which I read with considerable interest. It is difficult to find a satisfactory solution to the labeling dilemma. "Behavior Modification" is strongly identified with operant procedures. In addition, the label behavior modification has unfortunately been applied to any method that alters behavior. Publicized accounts generally confuse behavioral approaches, which rely upon environmental influences, with bio-medical techniques involving surgery, drugs, and brain implants. As a result, those who use behavioral procedures bear the consequences of public condemnation for methods they never use and, in fact disavow.

"Behavior Therapy" carries fewer negative connotations, but it encompasses only part of a broad range of behavioral applications including educational programs, community interventions, and the like. The term will become even more unsuitable as we increasingly apply corrective measures to detrimental social practices rather than limit ourselves to treating the casualties of these practices.

"Behavior Change" is a broad title that encompasses both person and social change and does not arouse negative associations.

This brings my best wishes.

Sincerely,
Albert Bandura
Stanford University,
California.

A D V E R T

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