



WESTERN MICHIGAN UNIVERSITY

Department of Psychology

# Social behavior: A new frontier for behavior analysis



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Social behavior is a topic of enormous scientific importance that spans disciplines from neuroscience to anthropology. While the topic has received a good deal of empirical and theoretical attention outside behavior analysis, it has largely been neglected within the field. This is unfortunate because behavior analysis has much to contribute to this field, both methodologically and conceptually. In this talk, I will share some recent work from our lab in two areas of social behavior in rats, cooperation and social reinforcement, designed to illustrate some ways in which behavior-analytic methods and concepts might contribute to the burgeoning area of social behavior.



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