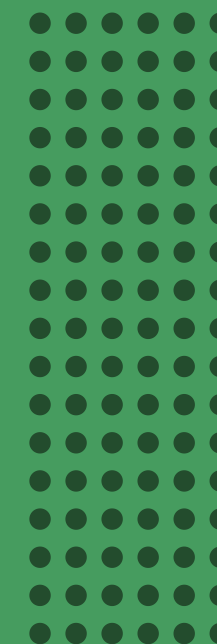
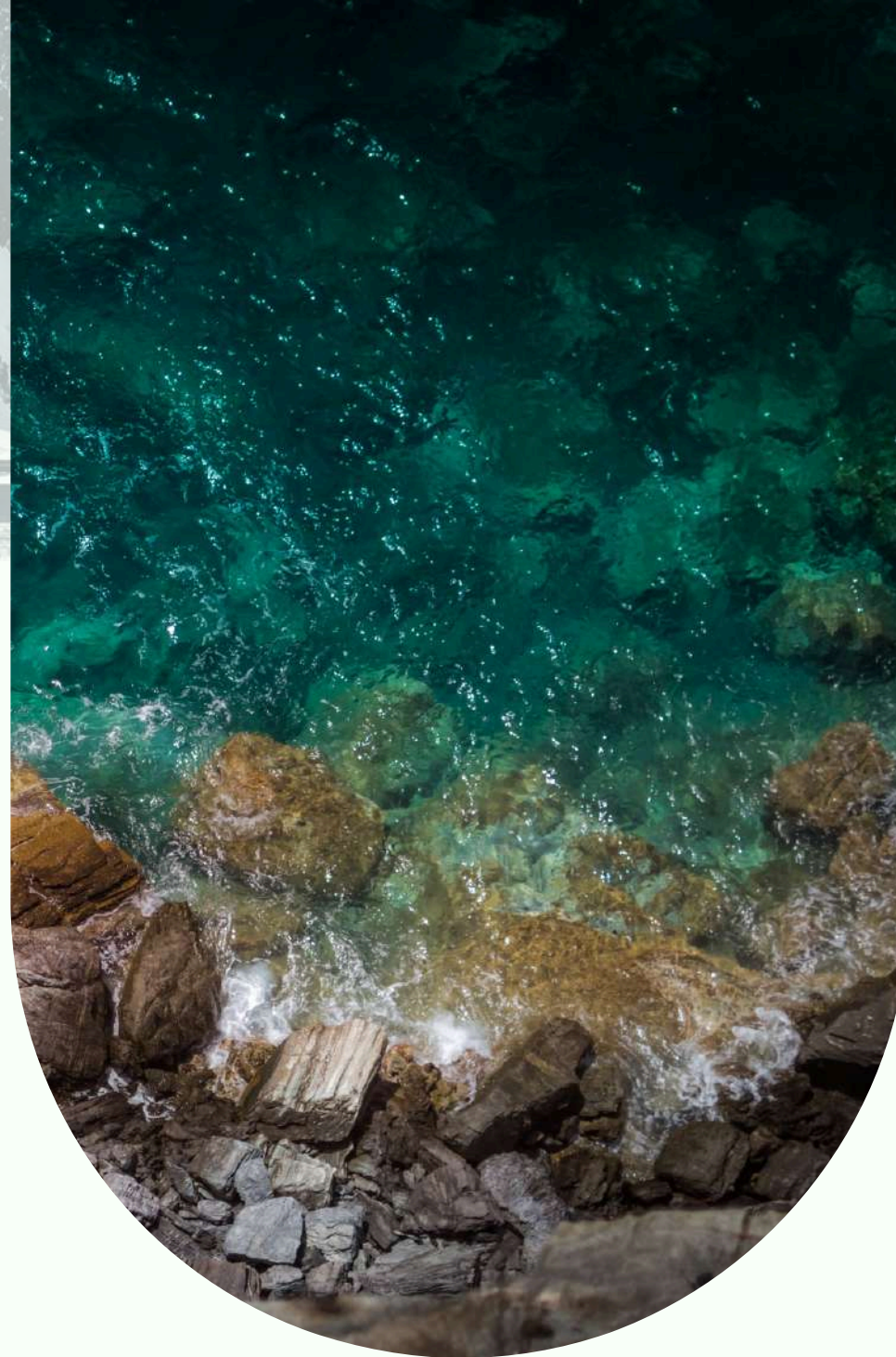




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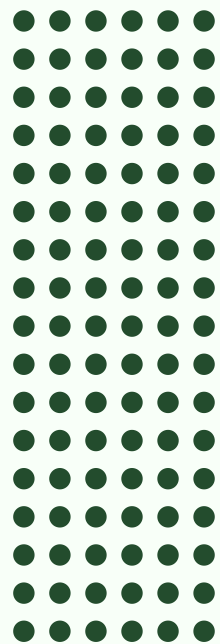
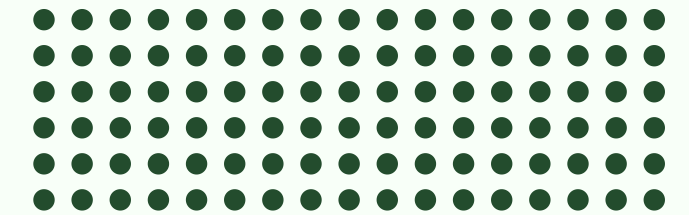
BEHAVIOR

Assoc. Prof. Dr Đinh Tiên Minh



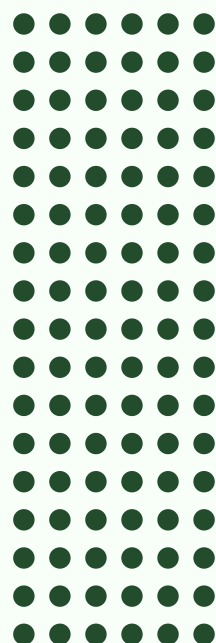
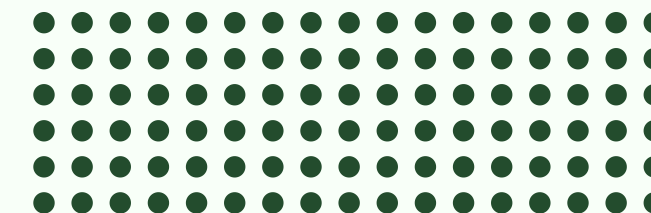
Course Objectives

1. Understand the concepts of behavior and deviant behavior.
2. Grasp the basic theory of behavior.
3. Apply behavior modification techniques.



Contents

1. The concepts of behavior and deviant behavior.
2. The basic theory of behavior.
3. Behavior modification techniques.



1. The concepts of behavior and deviant behavior





The Concepts of Behavior and Deviant Behavior

Behavior is the entirety of reactions and behaviors expressed outwardly by a person in a specific circumstance.

Instinctual
Behavior

Skillful
Behavior

Intellectual
Behavior

Responsive
Behavior

Proactive
Behavior

Animalistic side
or animalistic
nature

Humanity or Human side



Discussion

In your opinion, what type of behavior we just discussed could potentially lead to certain behavioral deviations? Why? Provide an example.



Normative and Deviant Behavior

Normative
Behavior

- Behaviors that are repeated multiple times within a community in a specific situation.
- Behaviors that are considered to be in accordance with the conventions of the community.

Deviant
Behavior

- Deviant behavior refers to actions that violate or go against the commonly accepted norms within a society or group.



Personal Deviance

Social Deviance

2. The basic theory of behavior





THEORIES OF BEHAVIOR

Behavioral Perspective

- All human behaviors (right/wrong) **are learned** from the social environment.
- Faulty/incorrect learning (i.e., conditioning) is the cause of abnormal/deviant behavior.
- Therefore, individuals need to learn how to behave/**adjust** their behavior.

Cognitive Behavioral Perspective

- Human behavior is not the result of an event or incident, but the result of **the perception** of/or **perspective** on that event.

3. Behavior modification techniques

*Is a technique used to change **maladaptive behaviors/reinforce** desired behaviors.*





BEHAVIOR MODIFICATION

1. Behavior Modification Techniques Based on the Behavioral Learning Perspective

- Stimulus Reinforcement Technique
- Removal of Reinforcing Agent Technique
- Exposure Therapy Technique
- Aversion Therapy Technique
- Modeling Technique



STIMULUS REINFORCEMENT

Stimuli that encourage an increase in the frequency of performing a certain behavior in the future (reinforcement).

- **Positive Reinforcement:**
 - "You threw the ball very well"
 - Will throw again to increase points.
- **Negative Reinforcement:**
 - "Applying oil will stop the headache"
 - Will apply again to reduce pain.



REMOVAL OF REINFORCING AGENT

Eliminate unwanted (negative) behavior by STOPPING THE REINFORCING AGENT.

Discussion

Case: A baby is trying to get his mother's attention by dropping her toys on the floor. His mother smiles at him and picks up the toys for him.

- What happens when the mother does that?
- What happens when the mother ignores him and doesn't pick up the toys?



FLOODING/EXPOSURE THERAPY TECHNIQUE

Change behavior by providing direct and prolonged exposure to the problem that the individual is experiencing.

Example: A person who is afraid of elevators will be asked to use an elevator, or a person with a fear of flying will be put on a plane.



AVERSION THERAPY

Pairing/associating an unwanted behavior with an unpleasant stimulus in the hope that the unwanted behavior will eventually be reduced.

The aversive stimulus can be something that causes discomfort.

For example, a therapist might link the behavior of alcohol abuse with a certain unpleasant memory.



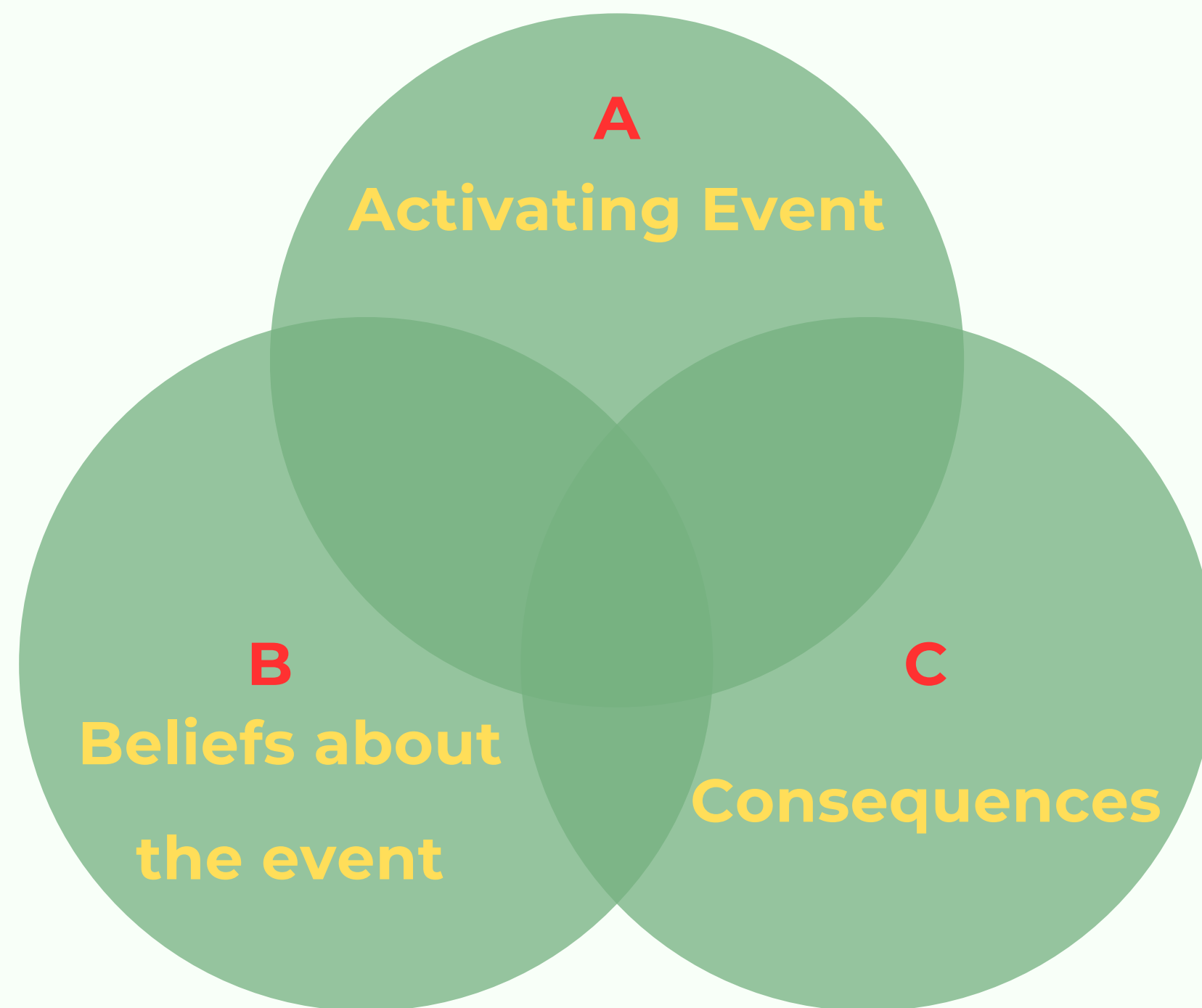
MODELLING





BEHAVIOR MODIFICATION

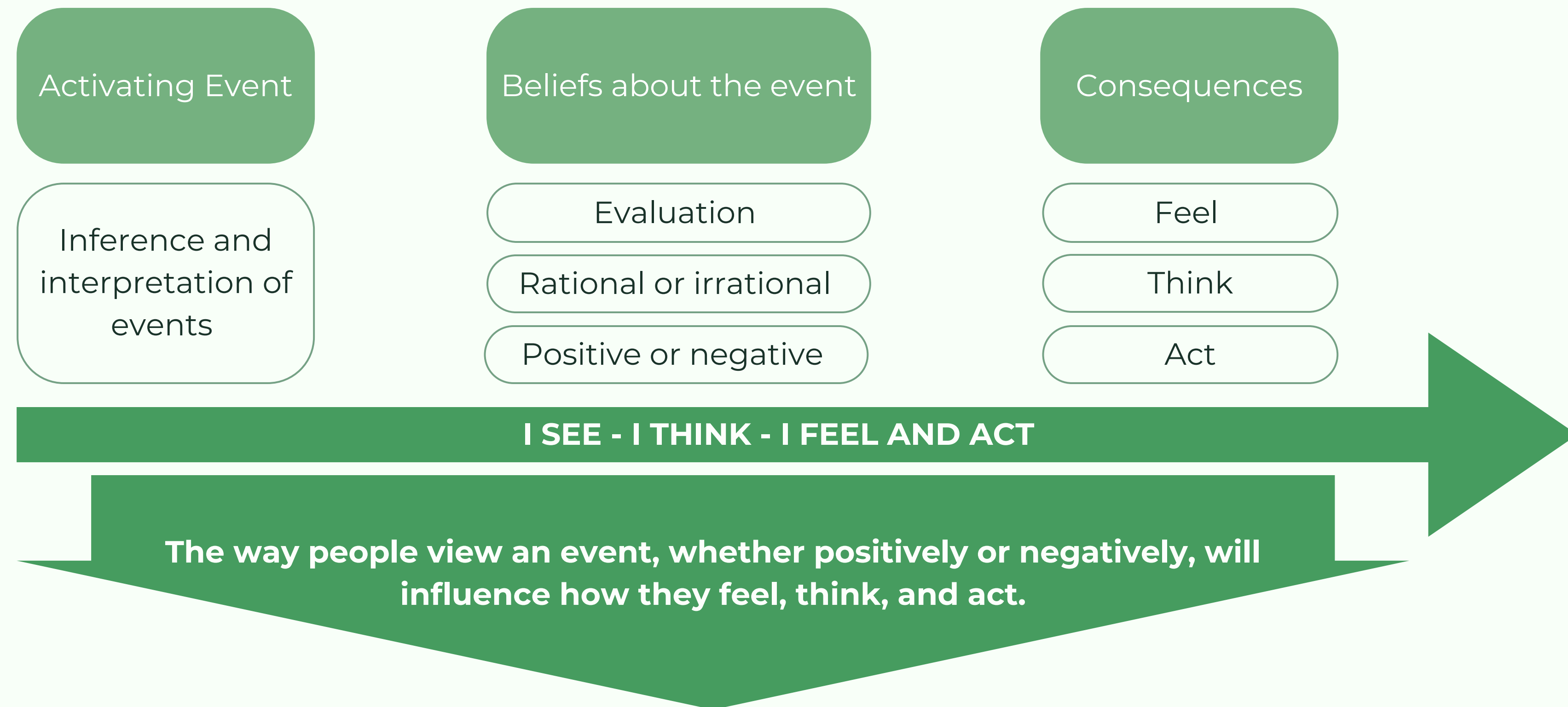
2. Behavior Modification Techniques Based on the Cognitive Behavioral Perspective





BEHAVIOR MODIFICATION

2. Behavior Modification Techniques Based on the Cognitive Behavioral Perspective





ABC Model

A – Lan goes upstairs, and her friend (Diep) goes downstairs but doesn't see Lan.

B – Lan thinks, "Oh, Diep is rude."

C – Next time, Lan avoids Diep.

A – Lan goes upstairs, and her friend (Diep) goes downstairs but doesn't see Lan.

B – Lan thinks, "Oh Diep, always distracted."

C – Lan calls out to Diep, and Diep apologizes for not seeing Lan and they both go for coffee.



COMMON NEGATIVE BELIEFS/PERCEPTIONS

Examples:

- Believing oneself to be unworthy
- Believing oneself to be a failure
- Overgeneralization
- Catastrophizing or minimizing
- Perfectionistic beliefs

- I'm no good.
- No matter how hard I try, it's the same.
- I need to be responsible for all of my kind.
- Perceiving an event as more or less significant than it actually is. "If I don't show up at their birthday party, they will break up with me."
- I can't let any mistakes happen.



COGNITIVE - BEHAVIORAL MODIFICATION TECHNIQUES

1. Event	2. Emotion	3. Negative Thinking Leads to Behavior	4. Reasonable Evidence	5. Irrational Evidence	6. Thought Restructuring
The teacher enters the classroom, but today the teacher doesn't smile when greeting the class.	Disappointed Anxious	The teacher is angry because last time I didn't do the assignment according to the teacher's instructions. I don't dare look at the teacher.	a. Upperclassmen said they failed this course with this teacher. b. The teacher doesn't like an unserious attitude towards work and studies.	a. Since the beginning of the course, the teacher has always helped the students with their assignments and the students have done well. b. I completed the assignment on time.	<ul style="list-style-type: none">• It's very possible that the teacher is preoccupied with some things.• It's very possible that the teacher is not feeling well.

THANK YOU!



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