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Chapter: Conducting and Disseminating Research

Research informs the practice and professional development of behavior analysts in many ways. Consider, for example, how much research you have sampled from reading journal articles and book chapters and from listening to presentations at conferences and continuing education (CE) events.

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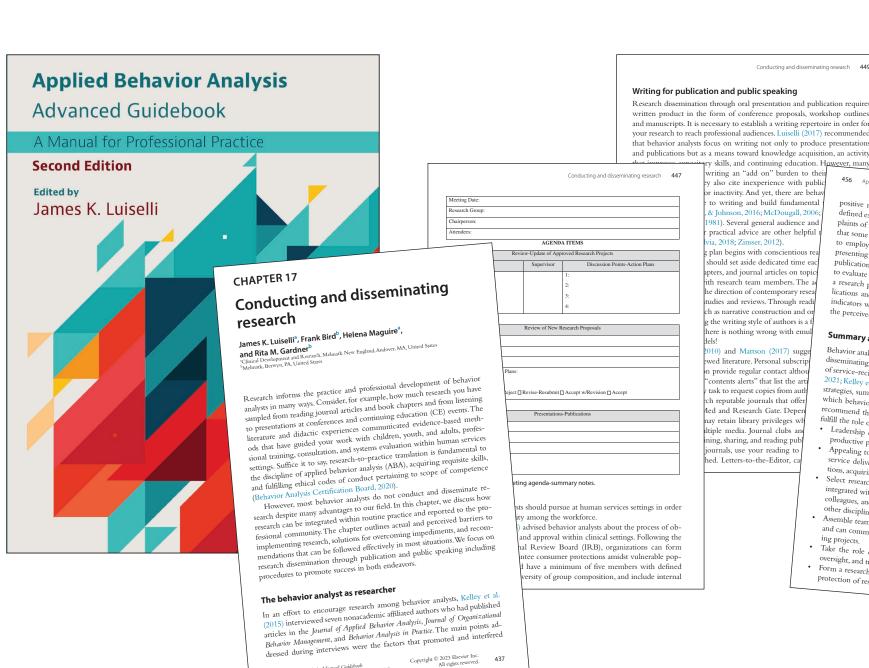
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ment. The contingencies specific to research have to be positive reinforcement. The confingencies specific to research have to be defined explicitly so that all employees understand operations without complaints of inequality and favoritism. For example, administrators may decide plaints of inequality and favoritism. For example, administrators may decide that some or all of the expenses for attending a conference are reimbursed to employees scheduled to make a research presentation but not to non-presenting employees seeking attendance. Finally, tracking presentations-publications and assessing social validity among participants are measures to evaluate the effectiveness of incentives and positive reinforcement within to evaluate the effectiveness of incentives and positive reir to evaluate the effectiveness of incentives and positive reinforcement within a research program. A simple bar graph representing the number of publications and presentation each year is easily interpretable. Social validity indicators would be the value respondents place on research "rewards" and the perceived success of such motivators.

Summary and conclusions

Behavior analysts are interested in and have the capability of conduct sseminating research which contributes to practice standards, the welfare of service-recipients, and professional development (DiGennaro Reed et al., 2021; Kelley et al., 2015; Valentino & Juanico, 2020). This chapter presented 2021, Nency et al., 2013, valentino et Juaneo, 2020). This chapter presented strategies, summarized below, for advancing research at applied settings in strategies, summarized below, for advancing research at applied settings in which behavior analysts function as program advocates and architects. We recommend that you adopt these strategies, evaluate efficacy, and strive to fulfill the role of behavior analyst as researcher.

Leadership direction and support is necessary to establish a viable and productive program of applied research in human services settings.

- productive program of applied research in human services settings.

 Appealing to leadership means articulating the benefits of research for Appearing to leadership means articulating the benefits of research for service delivery, training, employee retention, forging academic affiliations, acquiring funding, and enhancing reputation.
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 Select research topics that address primary service obligations, can be integrated with practice, are approved by administrators, supervisors and colleagues, and reflect contemporary foci within behavior analysis and
- Assemble teams composed of employees who are interested in research and can commit to planning, implementing, evaluating, and disseminat ing projects.

 Take the role of team chairperson devoted to research coordinatio

- Form a research review committee that follows strict protocols for the protection of research participants and approval of projects.

This chapter presented strategies, summarized below, for advancing research at applied settings in which behavior analysts function as program advocates and architects. We recommend that you adopt these strategies, evaluate efficacy, and strive to fulfill the role of behavior analyst as researcher. Page 456