



APPLIED BEHAVIOR ANALYSIS

ABC

(Antecedent - Behavior - Consequence)

APPLIED BEHAVIOR ANALYSIS

1. ANTESEDEN is the environmental events or trigger that make up the behavior

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graph TD; A[ANTESEDEN] --> B[NATURAL ANTESEDEN]; A --> C[PLANNED ANTESEDEN];
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ANTESEDEN

**NATURAL
ANTESEDEN**

**PLANNED
ANTESEDEN**

2. CONSEQUENCE

is the environmental events that follow the behavior, that can strengthening, weakening, or discontinuing the behavior.

It could be repeating the positive behavior and avoiding the negative behavior.

A diagram illustrating the relationship between consequences and reinforcement/punishment. On the left, a dark blue rectangular box labeled "CONSEQUENCES" has three arrows pointing to the right. The top arrow is curved and points to a rounded blue box labeled "POSITIVE REINFORCEMENT". The middle arrow is straight and points to a rounded blue box labeled "NEGATIVE REINFORCEMENT". The bottom arrow is curved and points to a rounded blue box labeled "PUNISHMENT".

CONSEQUENCES

**POSITIVE
REINFORCEMENT**

**NEGATIVE
REINFORCEMENT**

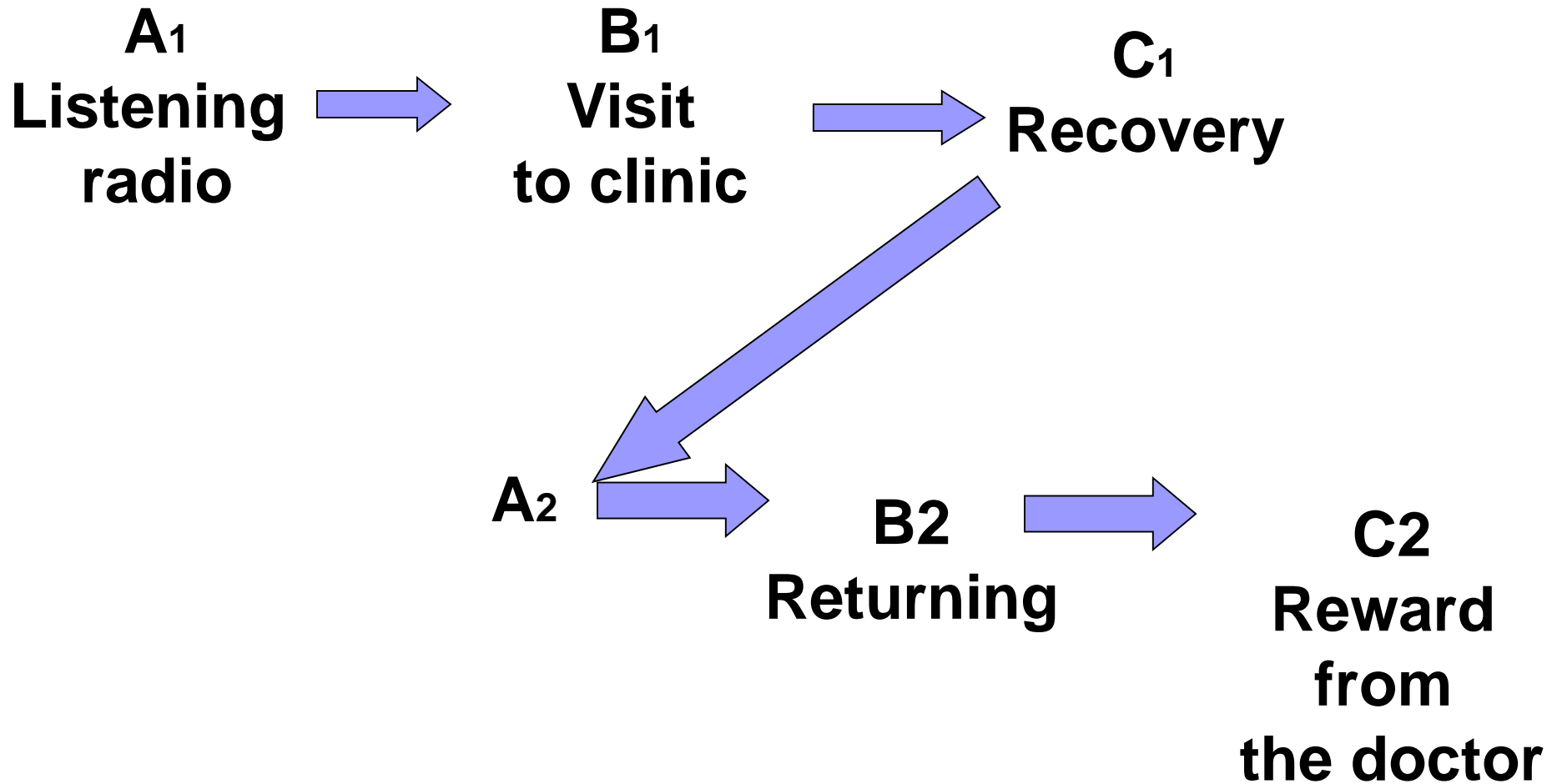
PUNISHMENT

A-B-C CHAIN

The relation between the environmental events and the behavior

Antecedent-Behavior-
Consequences





Antecedent and consequence of behavior

Characteristic of Consequences for Health :

- The consequences that immediately follow the behavior are stronger influence behavior than delayed
- More relevant, important, and meaningful for individuals, so the consequence is more useful
- Concrete consequences is more effective than abstract
- Once a behavior can be learned successfully, so the pleasant behavior don't need to follow each event to maintain the behavior

The linkage of A-B-C

The most effective communication program is the program that strengthening the linkage between antecedent, behavior and consequence


1. Strategy that be able to market the consequence
2. Strategy that be able to promise the unpleasant consequence
3. Strategy that be able to teaching another about how to sustain the behavior

The other important concept

- Approximation
- Formation
- Fading
- Skill deficit versus performance deficit
- Condition when studying versus condition when maintaining

Characteristic the program that applied the behavior analysis

- The programs will focused on the observable behavior
- The program will arrange both for the effort to change and for the effort to maintain the behavior


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- The programs will divert the emphasis on communication strategy from antecedent strategy to be consequence strategy
 - The program will accommodate the complexity of health practice in the draft program

Behavioral Assessment

To planning a communication program that lead to a behavior, a communicator need to define the ideal behavior.

Which is at the assessment phase, a communicator should describe the step of medical therapy comprehensively in order to have a maximum result on health problems

(kanfer & saslow, 1969)

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- Reduce a negative consequences
the communication channel also can be used to reduce the negative consequence in target behavior
 - Increase the excellence of consequence
The technology and behavior that were need to child survival are growing, the new behavior resulting consequence- the new consequence and communicator often need to show unknown relative consequence



THE USE OF COMMUNICATION CHANNELS ON A-B-C LINKAGE

The communication channels are useful for triggering, shaping, and appreciating the personal behavior, especially to consider the demographic characteristics and socio-economic population in developing countries.



Thank you
Any question class?