Certain basic assumptions, essential to any scientific activity, are sometimes called theories. That nature is orderly rather than chaotic and that the phenomena of the world can be described in a consistent way can be regarded as theoretical statements of this sort. But in a science of behavior where we are concerned with whether or not an organism secreted saliva when a bell rang or jumped toward a gray triangle, or said "bik" when a card read "tuz", or loved someone who resembled his mother, all statements about the nature of behavior are not expressed in the same terms and could not be confirmed with the same method of observation as the facts for which they are said to account.

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What is BAAM?
The Behavior Analysis Association of Michigan has been organized to support and promote scientific research on the basic principles of behavior and the extension of those principles to create demonstrably effective and humane outcome-based therapies with the primary goal of establishing and enhancing functional independent living skills.

Behavior Analysis Association of Michigan
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