

What do you know about Verbal Behavior?

SIX VERBAL OPERANTS

"Verbal behavior is defined as behavior reinforced through the mediation of other persons needs."
- B.F. Skinner

MAND
Request for reinforcer

INTRAVERBAL
Answering questions/ Conversations

ECHOIC
Repeating verbal behavior of others

TACT
Naming or identifying

TRANSCRIPTION
Writing spoken word

TEXTUAL
Reading written words

