tone of the term "behavior analysis" better than "behavior modification" because it sounded less harsh and intrusive and more analytic. I also enjoyed the play on "psycho" analysis, one of our major competitors. Finally, I liked what I thought might happen to the name of our field.

We had called ourselves as a field the "experimental analysis of behavior." This name eloquently described our basic research branch and heritage. However, this name didn't make room as comfortably for the applied and conceptual analyses branches that were also important. I hoped that when we named the journal *JABA* that we would eventually adopt the name "behavior analysis" for our field. I did worry about the built-in grammatical error: "behavior analysis" versus "behavioral analysis." But we seem to have survived that. Thus, I think that "behavior analysis" has been useful for the field.

SEAB gave me two great advisors to help set up the journal: Nate Azrin and Vic Laties. Both had extraordinarily wise counsel and gentle feedback styles. The only serious disagreement that I can remember was with Nate about a methodological issue. Nate was suspicious of observer-measured behaviors. He argued that human observer behavior, like other human behavior, could be affected by contingencies and that microswitches were more reliable than human observers. He was right, of course. But, I had seen the applied research group at the University of Washington use human

observers effectively. So I argued that reliable human observation was possible and would greatly expand the range of behaviors that we could study. Also, I suggested that we could deal with potential problems by requiring data about the reliability of the human observation systems. As you who have argued with Nate know, one doesn't win many. So that debate continued for years. I'm not sure that Nate has conceded yet.

Were we right about needing a new journal? I think the data are compelling. I think that clearly we were ready to develop a new journal and a new applied field. Our first issue had a huge effect. I think that a majority of the articles in that first issue have become *citation classics*.¹

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¹ The "Citation Classics" series is published in *Current Contents of the Social and Behavioral Sciences*. Philadelphia, PA: Institute for Scientific Information.

K. Daniel O'Leary (Editor, 1978–1980)

AN EDITOR'S RECOLLECTIONS: 1978–1980

Stewart Agras, a psychiatrist from Stanford, called to ask whether I would consider being editor of the *Journal of Applied Behavior Analysis*. That call in 1976 was exhilarating because I had great respect for Stewart, and because as associate editor

of *JABA*, I had become quite involved in the development of the field of behavior modification and behavior therapy. I was very happy to be part of the *JABA* tradition, with editors who preceded me like Baer, Wolf, and Risley who had such an

impact on my thinking about child problems and their amelioration.

I thought that being editor would give me an additional opportunity to foster developments in the field and possibly even to shape some new research areas. On the other hand, I was just about to become chair of the Department of Psychology at Stony Brook, and our 35-member department posed some very significant problems and challenges. Moreover, I wished to continue my research endeavors. Last, but certainly not least, I had two young children, one of whom was just entering kindergarten and the other second grade, and my wife, Susan, had begun her own career at Stony Brook as a part-time assistant professor. Probably, I should have known better, but both Stewart Agras and a former editor, Todd Risley, whom I respected for his ability to get a great deal done, convinced me that I should do the job.

As I saw the area, a clear challenge to the field of applied behavior analysis was whether it could move beyond the seminal contributions that had been made in the child area and in the field of institutional management (e.g., classroom intervention strategies, token economies, and staff motivation). In addition, a challenge was to move beyond the singular use of observational methodology as a means of obtaining acceptable data for publication. I had spent a number of years using observational methodologies in schools and homes, and indeed with Ronald Kent, now a neurologist in private practice and on the teaching staff at the University of California at Los Angeles, had conducted at least a half-dozen studies on observational methodology. I was committed to the use of such measures, but I also felt then (and still do) that such observational methodologies had their own significant problems, and that they should be viewed as but one important source of data. However, I felt that they should not be the *sine qua non* of publication, and if, in fact, we were to publish data with adults, that such measurements would often not be possible.

A perusal of the 1993 Summer issue of *JABA* indicates that behavioral measures are critical for acceptance now, except in some instances, like head-

ache, where self-report may be used. I believe that this and similar policies have affected the readership and submissions of manuscripts in a manner that has led *JABA* to be more restricted than I had hoped it would be. For example, the Summer issue is very largely dominated by research on children with severe disabilities, and the funding agencies noted in the articles are agencies that serve such populations. In my opinion, *JABA* unfortunately is not publishing articles by former editors, associate editors, or editorial board members like Agras, Blanchard, Kazdin, Johnson, and Wilson. These men and women were all on my editorial board, and they are clearly leaders in their fields. Moreover, rarely do articles now appear in *JABA* on obesity, sexual arousal, insomnia, hypertension, hyperactivity, and self-control, despite the fact that in 1979 such articles all appeared, and that they are still being published today, albeit in other journals.

When one considers the explosion of the fields of behavior therapy and behavior modification, this state of affairs may well be the best possible outcome, because behavioral articles are quite well accepted anywhere today. For *JABA*, however, which is not connected to an organization like the Association for Advancement of Behavior Therapy (AABT), which is comprised of readers who are involved in the assessment and treatment of a very wide variety of problems, the general acceptance of behavior modification and behavior therapy poses a significant problem to any editor in terms of attracting both diverse readership and manuscripts. I applaud Nancy Neef for having a special section on behavioral pediatrics in this anniversary issue, for it seems that enhancing the diversity of articles is essential to maintaining a range of subscribers.

JABA represented the best of the operant behavioral tradition, and I was glad to assume the editorship of a journal that represented research excellence and impact. I am still happy I took the job, and I was elated to see that *JABA* was the third most cited social science journal in the 1970s, ranking only behind the *American Psychologist* and the *Journal of Verbal Learning and Verbal Behavior* (*American Psychologist*, 1977, pp. 301–305).

Initially, behavioral journals were repositories of knowledge that was not readily accepted elsewhere, but as Todd Risley and I used to say, "They may become obsolete if we are successful in convincing other journals that our work is important and should be in those journals." In addition, we both saw the need to publish behavioral articles in journals that would most likely reach the audience that might have the greatest social impact on the populations studied (e.g., journals of pediatrics, clinical psychology, educational psychology, abnormal child psychology, psychiatry, and social work). Indeed, as I documented in my presidential address to AABT in 1983 (*Behavior Therapy*, 1984, pp. 172–181), the behavioral movement had already begun to have a very significant impact as evidenced by National Institute of Mental Health funding of behavioral grants, the behavioral articles accepted by some "mainstream" journals, namely the official journals of clinical psychology, psychiatry, and social work, and the presence of many editorial board members of AABT on editorial boards of journals such as the *Journal of Consulting and Clinical Psychology*.

JABA certainly was one of the main journals

that were influential from 1975 to 1985. *JABA*, like *Behavior Therapy* and *Behaviour Research and Therapy*, however, has been so positively influential that it, like other key behavioral journals, has lost its distinctiveness. In my opinion, *JABA*'s influence should be to encourage new avenues of research and to relate and change to accommodate other theoretical orientations. Alternatively, it, like a number of other behavioral journals, may end its existence because of its success in spawning fields that are part of mainstream psychology and new interdisciplinary fields. That end could be seen with both sorrow regarding the end of an era and a feeling of accomplishment that *JABA* had influenced other fields in very positive ways. Whatever the long-term outcome of *JABA* and other behavioral journals, *JABA* and the behavioral tradition have clearly had a major impact, and I am happy to participate in celebrating *JABA*'s 25th anniversary.

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David H. Barlow (Editor, 1981–1983)

FOUNDATION AND EMPIRE

One of the highlights of the early years of my career was attending the SEAB dinner. This dinner was by invitation only and was one of my first professional experiences, other than job hunting, where someone actually bought me a dinner (actually only half a dinner). One was accorded this high honor by being appointed to the editorial

board of either *JABA* or *JEAB*, and when the phone call came only one or two years post PhD from the eminent Todd Risley, I thought that somehow my career had peaked early. But I hadn't been to the SEAB dinner.

One of the first dinners that I attended happened to coincide with the triannual exercise of choosing