*INCREASING APPROPRIATE SPEECH
IN A CHRONIC SCHIZOPHRENIC*

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In a severely withdrawn schizophrenic, a combination of instructions, modeling, informational feedback, and noncontingent reinforcement was associated with a low rate of appropriate verbalizations. However, an increase in speech output was obtained using a combination of instructions, modeling, informational feedback, and *contingent* reinforcement. The design of this study thus permitted the conclusion that contingent reinforcement was crucial in bringing about the increase in appropriate verbalizations. The three verbal behaviors that increased in frequency were: (a) the number of socially appropriate words emitted, (b) declarative statements, and (c) appropriate replies to questions. The verbal behaviors of conversational questions and positive conversational feedback failed to be significantly affected by the experimental procedures. An attempt was also made to establish whether having the subject engage in the observable, information-gathering response of reading aloud would result in increased speech output during a subsequent conversation period. Having the subject read aloud failed to have any discernible positive effect on his speech output. A withdrawal design was used to evaluate the effectiveness of the experimental procedures. The importance of assessing changes in verbal output with a variety of verbal response measures, stereotyped verbal behaviors, and carryover effects are discussed.

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