

BRIEF CURRICULUM VITAE

Matthew P. Normand

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I. PROFESSIONAL HISTORY

A. Degrees

2003 Ph.D., The Florida State University, Psychology (Cognitive and Behavioral Sciences)

Major Professor: Jon S. Bailey

2002 M.S., The Florida State University, Psychology (Cognitive and Behavioral Sciences)

Major Professor: Jon S. Bailey

1999 M.A., Western Michigan University, Psychology (Behavior Analysis)

Major Professor: Alan D. Poling

1997 B.A., Western New England College, Psychology

Advisor: Henry D. Schlinger, Jr.

B. Certification

- Board Certified Behavior Analyst® (Doctoral Level; BCBA-D®) #1-02-0832

C. Academic Positions

- Professor (2017-present) University of the Pacific, Department of Psychology
- Acting Department Chair (Fall 2014) University of the Pacific, Department of Psychology
- Associate Professor (2010-2017) University of the Pacific, Department of Psychology
- Director of Graduate Studies—Psychology (2010-2013) University of the Pacific
- Assistant Professor (2007-2010) University of the Pacific, Department of Psychology
- Assistant Professor (2003-2007) Florida Institute of Technology, School of Psychology
- Adjunct Instructor (2001) Tallahassee Community College

D. Clinical Experience

- Graduate Student Practicum Supervisor (2007-present) University of the Pacific
- Graduate Student Practicum Supervisor (2003-2007) Florida Institute of Technology
- Behavioral Consultant (2001-2002) Tallahassee Memorial Hospital—Tallahassee, FL
- Behavioral Consultant (1999-2002) Behavior Management Consultants, Inc.—Tallahassee, FL
- Behavioral Consultant (1999-2000) Apalachee Center for Human Services—Tallahassee, FL

II. SCHOLARSHIP

A. Publications (bold indicates student author)

1. Normand, M. P., & **Gibson, J. L.** (under review). Behavioral approaches to weight management for health and wellness. *Pediatric Clinics of North America*.
2. **Roughgarden, K. L.**, & Normand, M. P. (under review). Comparing equivalence-based instruction with lecture-based instruction to teach college students to identify logical fallacies.
3. Normand, M. P., & **Bober, J.** (accepted pending revisions). Health coaching by behavior analysts in practice: How and why. *Behavior Analysis: Research and Practice*.

4. **Cruz-Khalili, A., Bettencourt, K.,** Kohn, C. S., Normand, M. P., & Schlinger, H. D. (in press). Do infants prefer similar others? A replication and extension. *Frontiers in Psychology*.
5. Normand, M. P., & **Burji, C.** (2019). Using the Step it UP! Game to increase physical activity during physical-education classes. *Journal of Applied Behavior Analysis*.
6. **Patel, R. R.,** Normand, M. P., & Kohn, C. S. (2019). Incentivizing physical activity for preschool children using token reinforcement. *Journal of Applied Behavior Analysis*, 52, 499-515. doi:10.1002/jaba.536
7. Vollmer, T. R., Joslyn, P. R., & Normand, M. P. (2018). Behaviorism. In G. Ritzer (Ed.), *Wiley Blackwell Encyclopedia of Sociology* (2nd ed.). Wiley.
8. **Ong, T.,** Normand, M. P., & **Schenk, M. J.** (2018). Using equivalence-based instruction to teach college students to identify logical fallacies. *Behavioral Interventions*, 33, 122-135.. doi:10.1002/bin.1512
9. **Hankla, M. E.,** Kohn, C. S., & Normand, M. P. (2017). Teaching college students to pour accurately: Effects of Behavioral Skills Training and peer modeling. *Behavioral Interventions*. doi:10.1002/bin.1509
10. Normand, M. P. (2017). The language of science. *The Behavior Analyst*. doi:10.1007/s40614-017-0123-8
11. **Galbraith, L.,** & Normand, M. P. (2017). Step it up: Using the Good Behavior Game to increase physical activity with elementary school students at recess. *Journal of Applied Behavior Analysis*, 50, 856-860.
12. **Nighbor, T. D.,** Kohn, C. S., Normand, M. P., & Schlinger, H. D. (2017). Stability of infants' preference for prosocial others: Implications for research based on single-choice paradigms. *PlosONE*, 12(6): e0178818.
13. **Boga, V.,** & Normand, M. P. (2017). The opportunity to choose the activity context does not increase moderate-to-vigorous physical activity exhibited by preschool children. *Psychological Record*, 67, 189-196. doi:10.1007/s40732-017-0242-3
14. Normand, M. P. (2016). Less is more: Psychologists can learn more by studying fewer people. *Frontiers in Psychology*, 7:934. doi:10.3389/fpsyg.2016.00934
15. **Zerger, H. M.,** Normand, M. P, **Boga, V.,** & **Patel, R. A.** (2016). Adult attention and interaction can increase moderate-to-vigorous physical activity in young children. *Journal of Applied Behavior Analysis*, 49, 449-459. doi:10.1002/jaba.317
16. **Oliver, A. C., Pratt, L. A.,** & Normand, M. P. (2015). A survey of functional behavior assessment methods used by behavior analysts in practice. *Journal of Applied Behavior Analysis*, 48, 817-829. doi:10.1002/jaba.256
17. Normand, M. P., Dallery, J., & **Ong, T.** (2015). Applied behavior analysis for health and fitness. In H. Roane, J. Ringdahl, & T. Falcomata (Eds.), *Clinical and organizational applications of applied behavior analysis* (pp. 555-582). Elsevier.
18. **Larson, T. A.,** Normand, M. P., **Morley, A. J.,** & **Hustyi, K. M.** (2014). The role of the physical environment in promoting physical activity in children across different group compositions. *Behavior Modification*, 38, 837-851. doi:10.1177/0145445514543466
19. Normand, M. P. (2014). Opening Skinner's box: An introduction. *The Behavior Analyst*, 37, 67-68.

20. **Larson, T. A., Normand, M. P., Morley, A. J., & Miller, B. G.** (2014). Further evaluation of a functional analysis of moderate-to-vigorous physical activity in young children. *Journal of Applied Behavior Analysis, 47*, 219-230.
21. Normand, M. P., & Kohn, C. S. (2013). Don't wag the dog: Extending the reach of applied behavior analysis. *The Behavior Analyst, 36*, 109-122.
22. **Larson, T. A., Normand, M. P., Morley, A. J., & Miller, B. G.** (2013). A functional analysis of moderate-to-vigorous physical activity in young children. *Journal of Applied Behavior Analysis, 46*, 199-207.
23. Schlinger, H. D., & Normand, M. P. (2013). On the origin and functions of the term "functional analysis." *Journal of Applied Behavior Analysis, 46*, 285-288.
24. Plavnick, J. B., & Normand, M. P. (2013). Functional analysis of verbal behavior: A brief review. *Journal of Applied Behavior Analysis, 46*, 349-353.
25. **Husty, K. M., Normand, M. P., Larson, T. A., & Morley, A. J.** (2012). The effect of outdoor activity context on physical activity in preschool children. *Journal of Applied Behavior Analysis, 45*, 401-405.
26. **Husty, K. M., Normand, M. P., & Larson, T. A.** (2011). Behavioral assessment of physical activity in obese pre-school children. *Journal of Applied Behavior Analysis, 44*, 635-639.
27. Normand, M. P., & **Beaulieu, L.** (2011). Further evaluation of response-independent delivery of preferred stimuli on child compliance. *Journal of Applied Behavior Analysis, 44*, 665-669.
28. **Larson, T. A., Normand, M. P., & Husty, K. M.** (2011). Preliminary evaluation of an observation system for recording physical activity in children. *Behavioral Interventions, 26*, 193-203.
29. Normand, M. P., **Machado, M. A., Husty, K. M., & Morley, A. J.** (2011). Infant sign training and functional analysis. *Journal of Applied Behavior Analysis, 44*, 305-314.
30. Normand, M. P., & Kohn, C. S. (2011). Teach your children well: A review of Chance's *The Teacher's Craft: The Ten Essential Skills of Effective Teaching*. *Journal of Applied Behavior Analysis, 44*, 417-420.
31. Normand, M. P., **Kestner, K.M., & Jessel, J.** (2010). An analysis of treatment failure with the high-*p* instruction sequence. *Journal of Applied Behavior Analysis, 43*, 735-738.
32. Normand, M. P., & **Osborne, M. R.** (2010). Promoting healthier food choices by college students using individualized dietary feedback. *Behavioral Interventions, 25*, 183-190.
33. **Lafrance, D., Wilder, D. A., Normand, M. P., & Squires, J. L.** (2009). Extending the assessment of functions of vocalizations in children with limited verbal repertoires. *The Analysis of Verbal Behavior, 25*, 19-32.
34. Normand, M. P. (2009). Much ado about nothing? Some comments on B. F. Skinner's definition of verbal behavior. *The Behavior Analyst, 32*, 185-190.
35. **Donaldson, J. M., & Normand, M. P.** (2009). Using goal setting, self-monitoring, and feedback to increase calorie expenditure in obese adults. *Behavioral Interventions, 24*, 73-83.
36. Normand, M. P. (2008). Increasing physical activity through self-monitoring, goal setting, and feedback. *Behavioral Interventions, 23*, 227-236.
37. Normand, M. P. (2008). Science, skepticism, and applied behavior analysis. *Behavior Analysis in Practice, 1*, 42-49.

38. **Zuluaga, C. A.,** & Normand, M. P. (2008). Evaluation of the high-probability instruction sequence with and without programmed reinforcement. *Journal of Applied Behavior Analysis, 41*, 453-457.
39. Normand, M. P., **Severtson, E.S.,** & **Beavers, G. A.** (2008). A functional analysis of non-vocal verbal behavior of a young child with autism. *The Analysis of Verbal Behavior, 24*, 63-67.
40. Hargis, J., Jensen, S., Kohn, C., Normand, M., & Schooler, D. (2008). Providing faculty iPods to explore innovative teaching and learning. *Journal of Effective Teaching, 8*, 21-31.
41. Martinez-Diaz, J., Freeman, T., Normand, M., & Heron, T. (2007). Ethical practice of applied behavior analysis. In J. Cooper, T. Heron, & W. Heward, *Applied Behavior Analysis* (2nd Ed.). Upper Saddle River, NJ: Pearson/Merrill-Prentice Hall.
42. Normand, M., & Dallery, J. (2007). Mercury rising: Exposing the vaccine-autism myth. *Skeptic, 13*, 32-36. [also published electronically in *e-Skeptic* on June 20, 2007 at www.skeptic.com/eskeptic/07-06-20.html]
- Reprinted in:** Daniel, E. L. (2010). *Taking sides: Clashing views in health and society* (9th Ed.). New York: McGraw-Hill Ryerson.
43. **Bullock, C.,** & Normand, M. P. (2006). The effects of a high-probability instruction sequence and response-independent reinforcer delivery on child compliance. *Journal of Applied Behavior Analysis, 39*, 495-499.
44. Normand, M. P., & **Knoll, M.** (2006). The effects of a stimulus-stimulus pairing procedure on the unprompted vocalizations of a young child diagnosed with autism. *The Analysis of Verbal Behavior, 22*, 81-85.
45. Normand, M. P., & Bailey, J. S. (2006). The effects of celeration lines on visual analysis. *Behavior Modification, 30*, 295-314.
46. Normand, M. P. (2005). Buckle up for safety: A comment on Reynolds & Schiffbauer (2004). *The Behavior Analyst, 28*, 161-162.
47. Wilder, D. A., Normand, M. P., & **Atwell, J.** (2005). Noncontingent reinforcement as treatment for self-injury and food refusal and associated self-injury. *Journal of Applied Behavior Analysis, 38*, 549-553.
48. Palmer, D., Eshelman, J., Brandon, P., Layng, J., McDonough, C., Michael, J., Schoneberger, T., Stemmer, N., Weitzman, R., & Normand, M. (2004). Dialogue on private events. *The Analysis of Verbal Behavior, 20*, 111-128.
49. Normand, M. (2002). Verbal behavior: History and future. *The Behavior Analyst Today, 3*, 41-44.
50. Normand, M. (2001). Discussion of Williams' "Service review: Increasing consumer benefits by linking service outcome data to direct-care staff's decision making." In L. Hayes, R. Fleming, J. Austin, & M. Alavosius (Eds.), *Organizational Change*. Reno, NV: Context Press.
51. Normand, M., Fossa, J., & Poling, A. (2000). Publication trends in The Analysis of Verbal Behavior: 1982-1998. *The Analysis of Verbal Behavior, 17*, 167-173.
52. Byrne, T., & Normand, M. (2000). The demon-haunted sentence: A skeptical analysis of reverse speech. *The Skeptical Inquirer, 24*, 46-49.

53. Poling, A., Dickinson, A. M., Austin, J., & Normand, M. (2000). Basic behavioral research and organizational behavior management. In J. Austin & J. E. Carr (Eds.), *Handbook of applied behavior analysis*. Reno, NV: Context Press.
54. Poling, A., & Normand, M. (1999). Noncontingent reinforcement: An inappropriate description of time-based schedules that reduce behavior. *Journal of Applied Behavior Analysis*, 32, 237-238.
55. Normand, M., Bucklin, B., & Austin, J. (1999). The discussion of behavioral principles in JOBM. *Journal of Organizational Behavior Management*, 19, 45-56.

B. Invited Presentations

1. Cicoria, M., Normand, M., O'Donnel, R., & Pinkston, J. (2019, May). Science communication and behavior analysis: Correcting missed opportunities. Member of invited panel discussion at the 45th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
2. Normand, M. P. (2018, November). Get moving! A programmatic line of behavioral research on physical activity with young children. **Invited address** presented at the Colorado Association for Behavior Analysis meeting, Denver, CO.
3. Normand, M. P. (2018, October). Don't wag the dog: How and why we should extend the reach of applied behavior analysis. **Keynote address** presented at the Hoosier Association for Behavior Analysis meeting, Indianapolis, IN.
4. Normand, M. P. (2018, April). Get moving! A programmatic line of behavioral research on physical activity with young children. **Invited address** presented at the Behavior Analysis Student Association Conference, Florida Institute of Technology, Melbourne, FL.
5. Normand, M. P. (2018, April). Get moving! A programmatic line of behavioral research on physical activity with young children. **Invited address** presented at the Ohio Association for Behavior Analysis meeting, Columbus, OH.
6. Normand, M. P. (2018, April). Don't wag the dog: How and why we should extend the reach of applied behavior analysis. **Invited address** presented at the Ohio Association for Behavior Analysis meeting, Columbus, OH.
7. Normand, M. P. (2017, October). The language of science. **Invited address** presented at the 38th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
8. Normand, M. P. (2017, June). B. F. Skinner's analysis of verbal behavior: History, controversy, implications, and applications. **Invited address** presented at the International Congress on Applied Behavior Analysis, Rome, Italy.
9. Newland, M. C., Madden, G. J., Normand, M. P., & Miltenberger, R. G. (2017, May). Behavioral economics and the obesity crisis: A panel with discussion. **Member of invited panel discussion** at the 43rd Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
10. Normand, M. P. (2017, April). Get moving: A programmatic line of behavioral research on physical activity with young children. **Invited address** presented at the Kansas Association for Behavior Analysis conference, Overland Park, KS.
11. Normand, M. P. (2017, March). Get moving: A programmatic line of behavioral research on physical activity with young children. **Invited address** presented at the 11th Annual Heartland Association for Behavior Analysis conference, Omaha, NE.

12. Normand, M. P. (2017, March). B. F. Skinner's analysis of verbal behavior: History, implications, and applications. **Invited workshop** presented at the 11th Annual Heartland Association for Behavior Analysis conference, Omaha, NE.
13. Normand, M. P. (2017, February). Psychology in crisis: Why size actually does matter. **Invited tutorial** presented at the 35th Annual Meeting of the California Association for Behavior Analysis, Anaheim, CA.
14. Normand, M. P. (2016, October). The language of science. **Invited address** presented at the Southeastern Association for Behavior Analysis, Winston-Salem, NC.
15. Normand, M. P. (2016, October). Breeding ground: Pseudoscience, voodoo science, and junk science in autism research and treatment. **Invited address** presented at the New Hampshire Association for Behavior Analysis, Bedford, NH.
16. Normand, M. P. (2016, August). B. F. Skinner's analysis of verbal behavior: History, controversy, implications, and applications. **Invited address** presented at the National Autism Conference, State College, PA.
17. Normand, M. P. (2016, April). Contemporary developments in behavior analysis. **Invited address** presented at the International Conference on Behavior Analysis, Naples, Italy.
18. Normand, M. P. (2016, March). Nature via nurture: You were born to be made. **Invited address** presented at the Florida State University, Panama City, FL.
19. Normand, M. P. (2016, March). Nature or nurture? Either way it's your parents' fault. **Invited address** presented at the New Hampshire Association for Behavior Analysis, Bedford, NH.
20. Normand, M. P. (2015, November). Nature or nurture? Either way it's your parents' fault. **Invited address** presented at the Kentucky Association for Behavior Analysis Fall Workshop Series, Louisville, KY.
21. Normand, M. P. (2015, November). Breeding ground: Pseudoscience, voodoo science, and junk science in autism research and treatment. **Invited address** presented at the Kentucky Association for Behavior Analysis Fall Workshop Series, Louisville, KY.
22. Normand, M. P. (2015, October). Nature or nurture? Either way it's your parents' fault. **Invited address** presented at the 36th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
23. Normand, M. P. (2015, May). B. F. Skinner's analysis of verbal behavior: Misunderstandings and misconceptions. **Invited tutorial** presented at the 41st Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
24. Normand, M. P. (2015, May). Let's get fit with behavior analysis: An introduction to health research in behavior analysis. **Member of invited panel discussion** at the 41st Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
25. Normand, M. P. (2015, February). Nature or nurture? Either way it's your parents' fault. **Invited tutorial** presented at the 33rd Annual Meeting of the California Association for Behavior Analysis, San Diego, CA.
26. Normand, M. P. (2014, October). Breeding ground: Pseudoscience, voodoo science, and junk science in autism research and treatment. **Invited address** presented at the Geneva Centre for Autism International Symposium, Toronto, ON, Canada.

27. Normand, M. P. (2014, October). Get moving: A programmatic line of behavioral research on physical activity in young children. **Invited address** presented at the Nevada Association for Behavior Analysis Annual Conference, Reno, NV.
28. Normand, M. P. (2014, May). Toward a functional analysis of moderate-to-vigorous physical activity in children. **Invited presentation** at the 40th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
29. Normand, M. P., Crossland, K., & Allen, K. D. (2014, May). Exploring alternative career paths in behavior analysis. **Member of invited panel discussion** at the 40th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
30. Normand, M. P. (2014, March). Science, pseudoscience, and skepticism in autism and applied behavior analysis. **Invited address** presented at the International Congress on Applied Behavior Analysis in the Treatment of Autism in Salerno, Italy.
31. Normand, M. P. (2014, March). The functional analysis of behavior: History, applications, and implications. **Invited workshop** presented at the International Congress on Applied Behavior Analysis in the Treatment of Autism in Salerno, Italy.
32. Normand, M. P. (2014, March). Strategies to assess and develop verbal behavior in children. **Invited workshop** presented at the International Congress on Applied Behavior Analysis in the Treatment of Autism in Salerno, Italy.
33. Normand, M. P. (2013, October). Get moving: A programmatic line of physical activity research in young children. **Invited address** presented at the 34th Annual Meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
34. Normand, M. P. (2012, September). Movement as medicine: Behavior analysis for health and fitness. **Invited address** presented at the 32nd Annual Meeting of the Florida Association for Behavior Analysis, Jacksonville, FL.
35. Normand, M. P. (2012, February). Breeding ground: Pseudoscience, voodoo science, and junk science in autism research and treatment. **Invited address** presented at the Annual Meeting of the Texas Association for Behavior Analysis, Austin, TX.
36. Normand, M. P. (2012, February). Behavior analysis and obesity: Battling the bulge. **Invited address** presented at the 30th Annual Meeting of the California Association for Behavior Analysis, Garden Grove, CA.
37. Normand, M. P. (2011, August). Battling the bulge: Future directions for behavioral research on obesity. **Invited paper** presented at the 119th Annual Convention of the American Psychological Association, Washington, D.C.
38. Normand, M. P., Rehfeldt, R., & Dymond, S. (2010, May). Verbal behavior: Where should we go from here? **Member of invited panel** discussion at the 36th Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
39. Normand, M. P. (2009, November). The nature-nurture debate and behavior analysis: Heritability, heredity, and behavior. **Keynote Address** presented at the Fresno State University Applied Behavior Analysis Conference, Fresno, CA.
40. Normand, M. (2008, November). Science, pseudoscience, or just plain crazy? **Invited address** presented at the Fresno State University Applied Behavior Analysis Conference, Fresno, CA.

41. Normand, M., Fox, E., Madden, G., & Miltenberger, R. (2008, May). How to give effective oral presentations. **Member of invited panel discussion** conducted at the 34th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
42. Normand, M. (2008, February). Science, pseudoscience, and autism. **Invited address** presented at the 26th Annual Western Regional Conference of the California Association for Behavior Analysis.
43. Normand, M. (2006, October). Why nature vs. nurture should just go away. **Invited Address** at the 11th Annual Meeting of the Tennessee Association for Behavior Analysis, Nashville, TN.
44. Normand, M. (2005, February). Science-based practice and OBM. **Invited address** given at the 23rd Annual Meeting of the California Association for Behavior Analysis, Dana Point, CA.
45. Normand, M., Partington, J., & Reeve, C. (2004, September). Talk to the experts on autism. **Member of invited panel discussion** conducted at the 24th Annual Meeting of the Florida Association for Behavior Analysis, Orlando, FL.
46. Green, G., Normand, M., Partington, J., & Wagner, K. (2003, September). Talk to the experts on autism. **Member of invited panel discussion** conducted at the 23rd Annual Meeting of the Florida Association for Behavior Analysis, St. Petersburg, FL.
47. Normand, M. (2001, April). Applied behavior analysis in business and industry: Some basic principles. **Invited tutorial** conducted at the "Performance Toolbox: Solutions for Workplace Success with Dr. Aubrey Daniels" workshop at Florida State University, Tallahassee, FL.
48. Normand, M. (1998, June). Service review: Improving consumer benefits by increasing control of outcome data over front line human service activity (Larry W. Williams). **Invited Discussant** at the 1st Nevada Conference on Organizational Change, Reno, NV.

C. Presentations (past 5 years; **bold** indicates student author)

1. Kohn, C. S., **Cruz-Khalili, A., Bettencourt, K., Nighbor, T.**, Normand, M. P., & Schlinger, H. D. (2019, May). Do infants make moral judgements? Investigating other probable explanations. Paper presented at the 45th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
2. **Burji, C.**, & Normand, M. P. (2019, May). Using the Step it UP! Game to increase physical activity during physical-education classes. Paper presented at the 45th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
3. **Burji, C.**, & Normand, M. P. (2019, February). Using the Step it UP! Game to increase physical activity during physical-education classes. Paper presented at the 37th Annual Meeting of the California Association for Behavior Analysis, Long Beach, CA.
4. **Roughgarden, K., Burji, C.**, & Normand, M. P. (2018, May). Teaching college students to identify logical fallacies using equivalence-based instruction. Poster presented at the 44th Annual Meeting of the Association for Behavior Analysis, International, San Diego, CA.
5. **McCurdy, A.**, & Normand, M. P. (2018, May). Extension of Skinner's verbal summator: Sensical versus nonsensical speech. Poster presented at the 44th Annual Meeting of the Association for Behavior Analysis, International, San Diego, CA.
6. **Patel, R. R.**, Kohn, C. S., Normand, M. P., & **Roughgarden, K. L.** (2018, May) The effect of token reinforcement on moderate-to-vigorous physical activity exhibited by young children. Paper presented at the 44th Annual Meeting of the Association for Behavior Analysis, International, San Diego, CA.

7. **Patel, R. R.**, Kohn, C. S., Normand, M. P., & **Roughgarden, K. L.** (2018, March) The effect of token reinforcement on moderate-to-vigorous physical activity exhibited by young children. Paper presented at the 36th annual meeting of the California Association for Behavior Analysis, Santa Clara, CA.
8. **Roughgarden, K. L.**, **Burji, C. N.**, & Normand, M. P. (2018, March). Teaching college students to identify logical fallacies using equivalence-based instruction. Poster presented at the 36th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
9. **McCurdy, A. J.**, **Gauert, S. B.**, Normand, M. P. (2018, March). Replication and extension of Skinner's verbal summator: Sensical versus nonsensical speech. Poster presented at the 36th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
10. Normand, M. P. (2017, May). The language of science: A brief sketch of a radical epistemology. Paper presented at the 43rd Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
11. **Nighbor, T.**, Kohn, C.S., Normand, M.P., & Schlinger, H.D. (2017, May). Do infants make moral judgements? Investigating other probable explanations. Paper presented at the 43rd Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
12. **Galbraith, L.**, & Normand, M. P. (2017, May). Using the Good Behavior Game to increase physical activity with elementary school students at recess. Paper presented at the 43rd Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
13. **Cardoza, E.**, & Normand, M. P. (2017, May). Visual analysis of within-subject data: A comparison across and between certification levels. Poster presented at the 43rd Annual Meeting of the Association for Behavior Analysis, International, Denver, CO.
14. Normand, M. P., & **Boga, V.** (2016, May). Providing young children the opportunity to choose an activity does not result in more physical activity. Paper presented at the 42nd Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
15. **Gauert, S.**, **Pangburn, S.**, & Normand, M. P. (2016, May). A systematic replication of B. F. Skinner's verbal summator. Paper presented at the 42nd Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
16. **Ong, T.**, & Normand, M. P. (2016, May). Using equivalence-based instruction to teach college students to identify logical fallacies. Paper presented at the 42nd Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
17. **Schenk, M.**, and Normand, M. P. (2016, May). The effects of question sequence on answers to the 27-Item Monetary Choice Questionnaire. Poster presented at the 42nd Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.
18. **Boga, V.**, & Normand, M. P. (2016, February). Does providing young children the opportunity to choose an activity result in more physical activity? Paper presented at the 34th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
19. **Livingston, C. P.**, & Normand, M. P., & **Kristjansdottir, I.** (2016, February). The influence of peer presence on physical activity exhibited by young children. Paper presented at the 34th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
20. **Gauert, S.**, & Normand, M. P. (2016, February). The effects of peer-directed attention on the physical activity of young children. Paper presented at the 34th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.

21. **Gauert, S., Pangburn, S., & Normand, M. P.** (2016, February). A replication of B. F. Skinner's verbal summator. Poster presented at the 34th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
22. **Cardoza, E., Cruz-Khalili, A., & Normand, M. P.** (2016, February). The effects of text messages on daily step counts. Poster presented at the 34th Annual Meeting of the California Association for Behavior Analysis, Santa Clara, CA.
23. **Zerger, H., & Normand, M. P.** (2015, May). A comparative analysis of physical activity interventions for young children. Paper presented at the 41st Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
24. **Oliver, A., Pratt, L., & Normand, M. P.** (2015, May). A survey of functional behavior assessment methods used by behavior analysts in practice. Paper presented at the 41st Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
25. Normand, M. P. (2015, May). Get moving: Behavior analysis of physical activity for health and fitness. **Chair** of symposium conducted at the 41st Annual Meeting of the Association for Behavior Analysis, International, San Antonio, TX.
26. **Oliver, A. C., Pratt, L. A., & Normand, M. P.** (2015, February). A survey of functional behavior assessment methods used by behavior analysts in practice. Paper presented at the 33rd Annual Meeting of the California Association for Behavior Analysis, San Diego, CA.
27. **Zerger, H. M., Normand, M. P., Boga, V., Patel, R. A., & Livingston, C. P.** (2015, February). A comparative analysis of physical activity interventions for young children. Poster presented at the 33rd Annual Meeting of the California Association for Behavior Analysis, San Diego, CA.
28. **Miller, B., Normand, M. P., Zerger, H., & Larson, T. A.** (2014, May). Behavioral assessment of physical activity preferences of young children. Paper presented at the 40th Annual Meeting of the Association for Behavior Analysis, International, Chicago, IL.

D. Honors and Awards

- 2011 B. F. Skinner New Researcher Award, American Psychological Association (Div. 25)
- 2009 Thomas J. Long Fellowship
- 2009 University of the Pacific Center for Teaching and Learning Fellowship

E. Editorial Activities

Formal Appointments

- **Editor** (2013-2015) *The Behavior Analyst* * Now titled *Perspectives on Behavior Science*
- **Associate Editor** (2018-present) *European Journal of Behavior Analysis*
- **Associate Editor** (2013-2017) *Journal of Applied Behavior Analysis*
- **Associate Editor** (2010-2013) *The Behavior Analyst*
- **Associate Editor** (2010-2012) *The Analysis of Verbal Behavior*
- **Associate Editor** (2009-2011) *Behavior Analysis in Practice*
- **Editorial Board Member** (2003-2009; 2015-present) *The Analysis of Verbal Behavior*
- **Editorial Board Member** (2015-present) *Behavior Analysis: Research and Practice*
- **Editorial Board Member** (2010-present) *Behavioral Interventions*
- **Editorial Board Member** (2016-present) *Behavior and Philosophy*
- **Guest Associate Editor** (2010, 2011, 2012, 2013) *Journal of Applied Behavior Analysis*
- **Associate Editor Mentorship Program** (2010-2012) *Journal of Applied Behavior Analysis*
- **Editorial Board Member** (2009-2010, 2012-2013, 2017-2020) *Journal of Applied Behavior Analysis*
- **Editorial Board Member** (2008-2010) *The Behavior Analyst*

- Editorial Board Member (2008-2009) *Behavior Analysis in Practice*
- Editorial Board Member (2003-2008) *Journal of Early Intensive Behavior Intervention*
- Guest Associate Editor (2008, 2009) *Behavior Analysis in Practice*
- Guest Associate Editor (2009) *The Analysis of Verbal Behavior*

Ad Hoc Reviewer

The Psychological Record, Developmental Neurorehabilitation, Health Promotion International, Behavior and Philosophy, Behavior Modification, Journal of Organizational Behavior Management, Behaviour Change, Nicotine & Tobacco Research, Research on Social Work Practice

III. TEACHING ACTIVITIES

A. Courses Taught

GRADUATE – Applied Behavior Analysis; Basic Concepts and Principles of Behavior Analysis; Behavior Analysis in Developmental Disabilities; Behavioral Assessment; Behavioral Medicine; Psychology of Learning; Radical Behaviorism; Research Methods in Behavior Analysis; Science & Human Behavior

UNDERGRADUATE – Applied Behavior Analysis; Behavioral Economics: Science and Society; Behavioral Medicine; Behavioral Psychology; History and Systems of Psychology; Introduction to Psychology; Pseudoscience, Voodoo Science, & Junk Science; Psychology of Learning; Psychology of Personal and Social Adjustment; The Power of Habit

B. Thesis Committees Chaired

University of the Pacific

J. Logan Gibson (M.A., in progress)
Jesse Bober (M.A., in progress)
Ingunn Krisjansdottir (M.A., 2019)
Carla Burji (M.A., 2019)
Alex McCurdy (M.A., 2019)
Kelly Roughgarden (M.A., 2018)
Nancy Thao (M.A., 2018)
Edgar Cardoza (M.A., 2016)
Merritt Schenk (M.A., 2016)
Leslie Galbraith (M.A., 2016)
Spencer Gauert (M.A., 2016)

Leigh Pratt (M.A., 2015)
Verena Boga (M.A., 2015)
Triton Ong (M.A., 2015)
Cynthia Livingston (M.A., 2015)
Heather Zerger (M.A., 2014)
Bryon Miller (M.A., 2013)
Tracy Larson (M.A., 2012)
Allison Morley (M.A., 2012)
Kristin Hustyi (M.A., 2010)
Shanun Kunnavatana (M.A., 2010)

Thesis/Dissertation Committees Served

University of the Pacific

Erin MacKelvie (M.A., in progress)
Sadaf Fakharzadeh (M.A., in progress)
Ingrid Saaavedra (M.A., 2019)
Rutvi Patel (M.A., 2017)
Molly Hankla (M.A., 2017)
Amir Cruz-Khalili (M.A., 2016)
Audrey Campbell (M.A., 2016)

Katrina Bettencourt (M.A., 2015)
Nicole Schultz (M.A., 2014)
Tyler Nighbor (M.A., 2014)
Carmen Steele-Abundez (M.A., 2011)
Mychal Machado (M.A., 2010)
Cindy Lyon (Ed.D., 2009)