

Dr. William Heward Invited Presentation

What Would Hank Do? Guidance for Making the World a Better Place

Henry S. “Hank” Pennypacker’s pioneering contributions to sensitive, precise measurement of behavior change are fundamental to the research and practice standards championed by the Standard Celeration Society. In 1991, Professor Pennypacker captivated students and faculty at Ohio State University with tales of his earliest efforts to improve education with behavioral interventions. This talk will highlight some of those storied and the ensuing discussion that included Skinner’s big idea, cancer prevention, promoting behaviorism as a philosophy, juvenile justice, and the essential role of democracy in achieving positive cultural change. Hank’s perspectives and advice on how to make the world a more humane place are as relevant today as they were 33 years ago.

Speaker Bio:



William L. Heward, Ed.D., BCBA-D is Professor Emeritus in the College of Education and Human Ecology at Ohio State University. He has taught at universities in Brazil, Japan, Portugal, and Singapore and lectured and given workshops in 23 other countries. A Past President and Fellow of the Association for Behavior Analysis International, Bill’s publications include co-authoring the books, *Applied Behavior Analysis* (3rd ed., 2020), *Exceptional Children: An Introduction to Special Education* (12th ed., 2022), and *Let’s Make a Contract: A Positive Way to Change Your Child’s Behavior* (2022). Awards recognizing Dr. Heward’s contributions to education and behavior analysis include the Fred S. Keller Behavioral Education Award from the American Psychological Association’s Division 25, the Ellen P. Reese Award for Communication of Behavioral Concepts from the Cambridge Center for Behavioral Studies, the Outstanding Contributor Award from the California Association for Behavior Analysis, and the Distinguished Psychology Department Alumnus Award from Western Michigan University. Bill’s research interests include improving the effectiveness of group instruction in inclusive classrooms.