

Lesson 19: A Comparison of the Mand and the Tact (OA)

VB



This lesson examines the key differences between the mand and the tact.

- ☰ The Listener Benefits from a Tact
- ☰ The Speaker Benefits from a Mand
- ☰ Mand vs. Tact: Who Benefits
- ☰ Mand vs. Tact: Controlling Variables
- ☰ Mand vs. Tact: Controlling Variables Part 2
- ☰ Review

The Listener Benefits from a Tact



00:13

The first basis for comparing the mand and the tact concerns who benefits from the response. In the case of the tact, the **listener** benefits because the speaker has provided information about the environment, to which the listener may not have ready access.

The Tact	The Mand
The listener benefits	

The Speaker Benefits from a Mand



In the case of the mand, the **speaker** is the one who benefits because the listener provides the reinforcement indicated by the verbal response.

The Tact	The Mand
The listener benefits	The speaker benefits

Mand vs. Tact: Who Benefits



00:16

It could be said that the speaker also benefits in the tact because the listener provides him or her with generalized conditioned reinforcement. But this benefit requires little expenditure of effort on the part of the listener and is probably not nearly as beneficial as the information the listener receives.

The Tact	The Mand
The listener benefits	The speaker benefits

Mand vs. Tact: Controlling Variables



00:12

A second basis for comparison concerns the type of controlling variable. The controlling variable for the tact is a prior non-verbal stimulus. The controlling variable for the mand is a prior establishing operation.

The Tact	The Mand
The listener benefits	The speaker benefits
Controlling variable is a prior non-verbal stimulus	Controlling variable is a prior establishing operation

Mand vs. Tact: Controlling Variables Part 2



00:16

It could be said that the tact tells the listener something about the environment regardless of the condition of the speaker, whereas the mand tells something about the condition of the speaker regardless of the environment. Later you will see how these two types of relationships may combine to determine the form of the response.

The Tact	The Mand
The listener benefits	The speaker benefits
Controlling variable is a prior non-verbal stimulus	Controlling variable is a prior establishing operation

Review

- With a **tact**, the listener benefits and the controlling variable is a prior non-verbal stimulus.
- With a **mand**, the speaker benefits and the controlling variable is an establishing operation.
- The tact tells the listener something about the environment regardless of the condition of the speaker, whereas the mand tells something about the condition of the speaker regardless of the environment.

End of Lesson