




Brent Kaplan, PhD

curriculum vitae

Assistant Professor
Department of Family and Community Medicine
University of Kentucky
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Lexington, KY 40514

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Google Scholar: 
ResearchGate: 
GitHub: 

Education

- 2014-2016 PhD in Behavioral Psychology, University of Kansas (Mentor: Derek D. Reed)
Dissertation: *"The Effects of Happy Hour Drink Specials in the Alcohol Purchase Task"*
- 2011-2014 MA in Applied Behavioral Science, University of Kansas
Thesis: *"High-Resolution Effects of Modified Episodic Future Thinking: Personalized Age-Progressed Pictures Improve Risky Long-Term Health Decisions"*
- 2008-2011 BGS in Applied Behavioral Science and Psychology [dual majors], University of Kansas
Senior Thesis: *"On the Relation Between Maximizing Tendencies and Various Discounting Modalities"*

Professional Experience

- 2019-now Assistant Professor (Research Title Series), Department of Family and Community Medicine
University of Kentucky
- 2017-2019 Postdoctoral Associate, Fralin Biomedical Research Institute at VTC
Virginia Polytechnic Institute and State University
(Primary mentor: Mikhail N. Koffarnus; Secondary mentor: Warren K. Bickel)
- 2016 Graduate Research Assistant, Center for Research Methods and Data Analysis
University of Kansas
- 2012-2013 Graduate Writing Consultant, Writing Center, University of Kansas
- 2011-2015 Instructor, Co-Instructor, Graduate Teaching Assistant, Applied Behavioral Science
University of Kansas

Honors & awards

- 2020 Society for Research on Nicotine and Tobacco Travel Award [\$1,000]
- 2018 American Psychological Association Division 25 Society for the Experimental Analysis of Behavior
Dissertation Award in Basic Research
- 2018 American Psychological Association Division 28 Outstanding Dissertation Award
- 2016 Early Career Researcher Travel Award, Midwest Big Data Hub and the National Science Foundation
[\$556]
- 2015 Doctoral Student Research Fund, University of Kansas [\$1,463]
- 2015 Forrest J. Files Student Research Award, Mid-American Association for Behavior Analysis
- 2014 American Psychological Association Student Travel Award [\$300]
- 2014 University Travel Award, University of Kansas [\$500]
- 2014 Best in Show Poster Award, Mid-American Association for Behavior Analysis
- 2014 Poster Award, Kansas Association for Behavior Analysis
- 2013 Society for the Advancement of Behavior Analysis Student Presenter Grant

- 2012 Best in Show Poster Award, Mid-American Association for Behavior Analysis
- 2012 University of Kansas Sigma Xi Graduate Research Competition Award, 3rd Place
- 2011 Undergraduate Research Award. Thesis Title: *"On the relation between maximizing tendencies and various discounting modalities"* [\$750]
- 2011 Donald M. Baer Award for Outstanding Achievement in Basic Research and Conceptual Foundations, University of Kansas

Funding

Ongoing

- 9/18-8/23 R01 AA026605 (PI: Koffarnus; Role: Co-Investigator) *Remote alcohol monitoring to facilitate abstinence reinforcement*: We are using technologically advanced mobile breathalyzers to verify abstinence remotely, a custom smartphone application for communication, and a reloadable debit card to deliver incentives with little delay. Here, we will further develop this model by examining its effectiveness as a stand-alone treatment or as an adjunct to existing treatment services. We will also address additional gaps in knowledge in both treatment contexts: 1) the maximally effective duration and intensity of abstinence incentives, and 2) the persistence of treatment effects after incentive discontinuation.
- 9/19-5/21 R01 DA042535 NCE (MPI: Bickel, Koffarnus; Role: Co-Investigator) *Abuse liability of reduced nicotine content cigarettes within a complex tobacco marketplace*: This project will experimentally assess how smokers purchase and consume reduced-nicotine cigarettes, how this is related to nicotine content and absorption, and how these cigarettes interact with other tobacco/nicotine products in the complex marketplace of available tobacco products.

Completed

- 8/16-5/19 R01 DA042535 (MPI: Bickel, Koffarnus; Role: Postdoctoral Associate) *Abuse liability of reduced nicotine content cigarettes within a complex tobacco marketplace*: This project will experimentally assess how smokers purchase and consume reduced-nicotine cigarettes, how this is related to nicotine content and absorption, and how these cigarettes interact with other tobacco/nicotine products in the complex marketplace of available tobacco products.
- 5/15-12/16 University of Kansas Doctoral Research Fund #2310460 (PI: **Kaplan**) The goal of this project is to investigate how framing alcohol drink specials typically encountered in bar/restaurant settings affect responding on the Alcohol Purchase Task.
- 1/11-5/11 University of Kansas Undergraduate Research Award (PI: **Kaplan**) The goal of this project is to examine the relation between maximization tendencies as identified on the Maximization Scale and various discounting modalities, including delay, probabilistic, and options discounting.

Not funded

- 2/20 University of Kentucky KL2 Career Development Award (PI: **Kaplan**)

Service and Professional Development

Editorial activity

- 2019-2021 Editorial Board Member for *The Journal of the Experimental Analysis of Behavior*
- 2019-2021 Editorial Board Member for *Perspectives on Behavior Science*

Ad hoc reviewer for:

Addiction Research & Theory
Addictive Behaviors
Alcoholism: Clinical and Experimental Research
Behavioural Processes
Behavior Analysis in Practice
Behavior Analysis: Research and Practice
Behavior Research Methods
Developmental Neurorehabilitation
Drug and Alcohol Dependence
Experimental Psychology
Experimental & Clinical Psychopharmacology
International Journal of Environmental Research and Public Health
Journal of Applied Behavior Analysis
Journal of Behavioral Decision Making
Journal of the Experimental Analysis of Behavior
Journal of Research in Personality
Journal of Substance Abuse Treatment
Neurotherapeutics
Nicotine & Tobacco Research
Perspectives on Behavioral Science
Physiology and Behavior
Psychology of Addictive Behaviors
Psychopharmacology
Quarterly Journal of Experimental Psychology
Sustainability
The Psychological Record

2019-2021 *Society for Research on Nicotine & Tobacco*, Abstract Reviewer

2010-2014 *Division 25 Recorder Newsletter*, Lead Editorial Assistant

Positions held

2020-2023 *Membership Chair*, Division 28, American Psychological Association

2014-2015 *Student Program Representative*, Association for Behavior Analysis International

2014-2015 *President*, University of Kansas Department of Applied Behavioral Science Graduate Student Organization Executive Council

2013-2014 *Event Planner*, University of Kansas Department of Applied Behavioral Science Graduate Student Organization Executive Council


2013 *Committee Member*, Writing Specialist Search Committee for the University of Kansas Writing Center









2011-2013 *President*, Society for the Quantitative Analysis of Behavior Student Council







2014-2015 *Co-author*, American Psychological Association Teachers of Psychology in Secondary Schools Division 25 PowerPoint





Publications

Journal articles

- 49 **Kaplan, B. A., Koffarnus, M. N., Franck, C. T., & Bickel, W. K.** (in press). Effects of reduced-nicotine cigarettes across regulatory environments in the Experimental Tobacco Marketplace: A randomized trial. *Nicotine & Tobacco Research*. doi: [10.1093/ntr/ntaa226](https://doi.org/10.1093/ntr/ntaa226) 

- 48 Gilroy, S. P., **Kaplan, B. A.**, Schwartz, L. P., Reed, D. D., & Hursh, S. R. (2021). A zero bounded model
of operant demand. *Journal of the Experimental Analysis of Behavior*. doi: [10.1002/jeab.679](https://doi.org/10.1002/jeab.679) 
- 47 Gilroy, S. P., **Kaplan, B. A.**, & Reed, D. D. (2020). Interpretation(s) of elasticity in operant demand.
Journal of the Experimental Analysis of Behavior, 114(1), 106-115. doi: [10.1002/jeab.610](https://doi.org/10.1002/jeab.610) 
- 46 Gilroy, S. P. & **Kaplan, B. A.** (2020). Modeling treatment-related decision-making using applied
behavioral economics: Caregiver perspectives in temporally-extended behavioral treatments.
Journal of Abnormal Child Psychology, 48(5), 607-618. doi: [10.1007/s10802-020-00619-6](https://doi.org/10.1007/s10802-020-00619-6) 
- 45 Reed, D. D., Naudé, G. P., Salzar, A. R., Peper, M., Monroe-Gulick, A. L., Gelino, B. W., Harsin, J. D.,
Foster, R. N. S., Nighbor, T. D., **Kaplan, B. A.**, Koffarnus, M. N., & Higgins, S. T. (2020). Behavioral
economic measurement of cigarette demand: A descriptive review of published approaches to
the Cigarette Purchase Task. *Experimental and Clinical Psychopharmacology*, 28(6), 688-705. doi:
[10.1037/pha0000347](https://doi.org/10.1037/pha0000347) 
- 44 Pope, D. A., Poe, L., Stein, J. S., **Kaplan, B. A.**, DeHart, W. B., Mellis, A. M., Heckman, B. W., Epstein,
L. H., Chaloupka, F. J., & Bickel, W. K. (2020). The Experimental Tobacco Marketplace: Demand
and substitutability as a function of cigarette taxes and e-cigarette subsidies. *Nicotine & Tobacco
Research*, 22(5), 782-790. doi: [10.1093/ntr/ntz116](https://doi.org/10.1093/ntr/ntz116)
- 43 Gilroy, S. P., **Kaplan, B. A.**, Reed, D. D., Hantula, D. A., & Hursh, S. R. (2019). An exact solution for unit
elasticity in the exponential model of demand. *Experimental and Clinical Psychopharmacology*,
27(6), 588-597. doi: [10.1037/pha0000268](https://doi.org/10.1037/pha0000268) 
- 42 Gilroy, S. P., & **Kaplan, B. A.** (2019). Furthering Open Science in Behavior Analysis: An introduction
and tutorial for using GitHub in research. *Perspectives on Behavior Science*, 42(3), 565-581.
doi: [10.1007/s40614-019-00202-5](https://doi.org/10.1007/s40614-019-00202-5)
- 41 **Kaplan, B. A.**, & Koffarnus, M. N. (2019). Timeline Followback self-reports underestimate alcohol use
prior to successful contingency management treatment. *Alcohol and Alcoholism*, 54(3), 258-263.
doi: [10.1093/alcalc/agz031](https://doi.org/10.1093/alcalc/agz031)
- 40 **Kaplan, B. A.**, Pope, D. A., DeHart, W. B., Stein, J. S., Bickel, W. K., & Koffarnus, M. N. (2019). Estimating
uptake for reduced-nicotine cigarettes using behavioral economics. *Tobacco Regulatory Science*,
5(3), 264-279. doi: [10.18001/TRS.5.3.5](https://doi.org/10.18001/TRS.5.3.5) 
- 39 **Kaplan, B. A.**, Gilroy, S. P., Reed, D. D., Koffarnus, M. N., & Hursh, S. R. (2019). The R package
beezdemand: Behavioral Economic Easy Demand. *Perspectives on Behavior Science*, 42(1), 163-180.
doi: [10.1007/s40614-018-00187-7](https://doi.org/10.1007/s40614-018-00187-7) 
- 38 DeHart, W. B., & **Kaplan, B. A.** (2019). Applying mixed-effects modeling to single-subject designs: An
introduction. *Journal of the Experimental Analysis of Behavior*, 111(2), 192-206. doi: [10.1002/jeab.507](https://doi.org/10.1002/jeab.507)

- 37 DeHart, W. B., Mellis, A. M., **Kaplan, B. A.**, Pope, D. A., & Bickel, W. K. (2019). The Experimental Tobacco
Marketplace: Narratives engage cognitive biases to increase electronic cigarette substitution.
Drug and Alcohol Dependence, 197, 203-211.
doi: [10.1016/j.drugalcdep.2019.01.020](https://doi.org/10.1016/j.drugalcdep.2019.01.020)
- 36 Athamneh, L. N., DeHart, W. B., Pope, D. A., Mellis, A. M., Snider, S. E., **Kaplan, B. A.**, & Bickel, W. K.
(2019). The Phenotype of Recovery III: Delay discounting predicts abstinence self-efficacy among
individuals in recovery from substance use disorders. *Psychology of Addictive Behaviors*, 33(3),
310-317. doi: [10.1037/adb0000460](https://doi.org/10.1037/adb0000460)
- 35 Pope, D. A., Poe, L., Stein, J. S., **Kaplan, B. A.**, Heckman, B. W., Epstein, L. H., & Bickel, W. K. (2019).
Experimental tobacco marketplace: Substitutability of e-cigarette liquid for cigarettes as a function
of nicotine strength. *Tobacco Control*, 28(2), 206-211.
doi: [10.1136/tobaccocontrol-2017-054024](https://doi.org/10.1136/tobaccocontrol-2017-054024)
- 34 McKerchar, T. L., **Kaplan, B. A.**, Reed, D. D., Suggs, S. A., & Franck, C. T. (2019). Discounting environmental
outcomes: Temporal and probabilistic air-quality gains and losses. *Behavior Analysis: Research and
Practice*, 19(3), 273-280. doi: [10.1037/bar0000138](https://doi.org/10.1037/bar0000138)

- 33 Liese, B. S., Atchley, P., Reed, D. D., Benau, E. M., Becirevic, A., & Kaplan, B. A. (2019). The Self-perception of Text-message Dependency Scale (STDS): Psychometric update based on a United States sample. *The American Journal of Drug and Alcohol Abuse*, 45, 42-50. doi: [10.1080/00952990.2018.1465572](https://doi.org/10.1080/00952990.2018.1465572)
- 32 DeHart, W. B., Kaplan, B. A., Pope, D. A., Mellis, A. M., & Bickel, W. K. (2019). The Experimental Tobacco Marketplace: Narrative influence on electronic cigarette substitution. *Experimental and Clinical Psychopharmacology*, 27(2), 115-124. doi: [10.1037/pha0000233](https://doi.org/10.1037/pha0000233)
- 31 Gilroy, S. P., Kaplan, B. A., Reed, D. D., Koffarnus, M. N., & Hantula, D. A. (2018). The Demand Curve Analyzer: Behavioral economic software for applied researchers. *Journal of the Experimental Analysis of Behavior*, 110, 553-568. doi: [10.1002/jeab.479](https://doi.org/10.1002/jeab.479)
- 30 Kaplan, B. A., Foster, R. N. S., Reed, D. D., Amlung, M., Murphy, J. G., & MacKillop, J. (2018). Understanding alcohol motivation using the Alcohol Purchase Task: A methodological systematic review. *Drug and Alcohol Dependence*, 191, 117-140. doi: [10.1016/j.drugalcdep.2018.06.029](https://doi.org/10.1016/j.drugalcdep.2018.06.029) 
- 29 Bickel, W. K., Pope, D. A., Kaplan, B. A., DeHart, W. B., Koffarnus, M. N., & Stein, J. S. (2018). Electronic cigarette substitution in the Experimental Tobacco Marketplace: A review. *Preventative Medicine*, 117, 98-106. doi: [10.1016/j.ypmed.2018.04.026](https://doi.org/10.1016/j.ypmed.2018.04.026)
- 28 Gilroy, S. P., Kaplan, B. A., & Leader, G. (2018). A systematic review of applied behavioral economics in assessments and treatments for individuals with developmental disabilities. *Review Journal of Autism and Developmental Disorders*, 5(3), 247-259. doi: [10.1007/s40489-018-0136-6](https://doi.org/10.1007/s40489-018-0136-6)
- 27 Naudé, G. P., Kaplan, B. A., Reed, D. D., Henley, A. J., & DiGennaro Reed, F. D. (2018). Temporal framing and the hidden-zero effect: Rate-dependent outcomes on delay discounting. *Journal of the Experimental Analysis of Behavior*, 109(3), 506-519. doi: [10.1002/jeab.328](https://doi.org/10.1002/jeab.328)
- 26 Kaplan, B. A., Gelino, B. W., & Reed, D. D. (2018). A behavioral economic approach to green consumerism: Demand for reusable shopping bags. *Behavior & Social Issues*, 27, 20-30. doi: [10.5210/bsi.v.27i0.8003](https://doi.org/10.5210/bsi.v.27i0.8003)
- 25 Kaplan, B. A. & Reed, D. D. (2018). Happy hour drink specials in the alcohol purchase task. *Experimental and Clinical Psychopharmacology*, 26(2), 156-167. doi: [10.1037/pha0000174](https://doi.org/10.1037/pha0000174) 
- 24 Koffarnus, M. N. & Kaplan, B. A. (2018). Clinical models of decision making in addiction. *Pharmacology, Biochemistry and Behavior*, 164, 71-83. doi: [10.1016/j.pbb.2017.08.010](https://doi.org/10.1016/j.pbb.2017.08.010) 
- 23 Morris, V., Amlung, M., Kaplan, B. A., Reed, D. D., Petker, T., & MacKillop, J. (2017). Using crowdsourcing to examine behavioral economic measures of alcohol value and proportionate alcohol reinforcement. *Experimental and Clinical Psychopharmacology*. 25(4), 314-321. doi: [10.1037/pha0000130](https://doi.org/10.1037/pha0000130)
- 22 Kaplan, B. A., Reed, D. D., Murphy, J. G., Henley, A. J., DiGennaro Reed, F. D., Roma, P. G., & Hursh, S. R. (2017). Time constraints in the alcohol purchase task. *Experimental and Clinical Psychopharmacology*. 25(3), 186-197. doi: [10.1037/pha0000110](https://doi.org/10.1037/pha0000110) 
- 21 Miller, J. R., Kaplan, B. A., Reed, D. D., & White, L. D. (2017). Effects of array size on preschoolers' preference and engagement: A behavioral translation of choice overload. *Behavior Analysis: Research and Practice*, 17, 74-83. doi: [10.1037/bar0000067](https://doi.org/10.1037/bar0000067)
- 20 Henley, A. J., DiGennaro Reed, F. D., Reed, D. D., & Kaplan, B. A. (2016). A crowdsourced nickel-and-dime approach to analog OBM research: A behavioral economic framework for understanding workforce attrition. *Journal of the Experimental Analysis of Behavior*, 106, 134-144. doi: [10.1002/jeab.220](https://doi.org/10.1002/jeab.220)
- 19 Kaplan, B. A., Amlung, M., Reed, D. D., Jarmolowicz, D. P., McKerchar, T. L., & Lemley, S. M. (2016). Automating scoring of delay discounting for the 21- and 27-item Monetary Choice Questionnaires. *The Behavior Analyst*, 39, 293-304. doi: [10.1007/s40614-016-0070-9](https://doi.org/10.1007/s40614-016-0070-9) 
- 18 Lemley, S. M., Kaplan, B. A., Reed, D. D., Darden, A. C., & Jarmolowicz, D. P. (2016). Reinforcer pathologies: Predicting alcohol related problems in college drinking men and women. *Drug and Alcohol Dependence*, 167, 57-66. doi: [10.1016/j.drugalcdep.2016.07.025](https://doi.org/10.1016/j.drugalcdep.2016.07.025)
- 17 Reed, D. D., Kaplan, B. A., Becirevic, A., Roma, P. G., & Hursh, S. R. (2016). Toward quantifying the abuse liability of ultraviolet tanning: A behavioral economic approach to tanning addiction. *Journal of the Experimental Analysis of Behavior*, 106, 93-106. doi: [10.1002/jeab.216](https://doi.org/10.1002/jeab.216) 

- 16 Henley, A. J., DiGennaro Reed, F. D., **Kaplan, B. A.**, & Reed, D. D. (2016). Quantifying efficacy of workplace reinforcers: An application of behavioral economic demand to evaluate hypothetical work performance. *Translational Issues in Psychological Science*, 2, 174-183. doi: [10.1037/tps0000068](https://doi.org/10.1037/tps0000068)
- 15 Reed, D. D., Becirevic, A., Atchley, P., **Kaplan, B. A.**, & Liese, B. S. (2016). Validation of a novel delay discounting of text messaging questionnaire. *The Psychological Record*, 66, 253-261. doi: [10.1007/s40732-016-0167-2](https://doi.org/10.1007/s40732-016-0167-2)
- 14 **Kaplan, B. A.**, Reed, D. D., & Jarmolowicz, D. P. (2016). Effects of episodic future thinking on discounting: Personalized age-progressed pictures improve risky long-term health decisions. *Journal of Applied Behavior Analysis*, 49, 148-169. doi: [10.1002/jaba.277](https://doi.org/10.1002/jaba.277) 
- 13 Reed, D. D., Yanagita, B. Y., Becirevic, A., & **Kaplan, B. A.** (2014). Consumer foraging for safer tanning alternatives: A naturally occurring experiment on informational reinforcement in the UK. *European Journal of Applied Behavior Analysis*, 15, 241-248. doi: [10.1080/15021149.2014.11434724](https://doi.org/10.1080/15021149.2014.11434724)
- 12 Reed, D. D., **Kaplan, B. A.**, Roma, P. G., & Hursh, S. R. (2014). Inter-method reliability of progression sizes in a fuel hypothetical purchase task: Implications for empirical public policy. *The Psychological Record*, 64, 671-679. doi: [10.1007/s40732-014-0076-1](https://doi.org/10.1007/s40732-014-0076-1)
- 11 **Kaplan, B. A.**, Reed, D. D., & McKechar, T. L. (2014). Using a visual analogue scale to assess delay, social, and probability discounting of an environmental loss. *The Psychological Record*, 64, 261-269. doi: [10.1007/s40732-014-0041-z](https://doi.org/10.1007/s40732-014-0041-z)
- 10 Miller, J. R., Hirst, J. M., **Kaplan, B. A.**, DiGennaro Reed, F. D., & Reed, D. D. (2014). Effects of mands on instructional control: A laboratory simulation. *The Analysis of Verbal Behavior*, 30, 100-112. doi: [10.1007/s40616-014-0015-x](https://doi.org/10.1007/s40616-014-0015-x)
- 9 Hirst, J. M., Reed, D. D., **Kaplan, B. A.**, & Miller, J. R. (2013). Making it easier to be green: A single case demonstration of the effects of computer defaults to conserve energy in a university computer lab. *Sustainability: Journal of Record*, 6, 340-344. doi: [10.1089/sus.2013.9827](https://doi.org/10.1089/sus.2013.9827)
- 8 Reed, D. D., Partington, S. W., **Kaplan, B. A.**, Roma, P. G., & Hursh, S. R. (2013). Behavioral economic analysis of demand for fuel in North American transportation. *Journal of Applied Behavior Analysis*, 46, 651-655. doi: [10.1002/jaba.64](https://doi.org/10.1002/jaba.64)
- 7 **Kaplan, B. A.** & Reed, D. D. (2013). Decision processes in choice overload: Distinctively similar to temporal and probability discounting? *Behavioural Processes*, 97, 21-24. doi: [10.1016/j.beproc.2013.04.001](https://doi.org/10.1016/j.beproc.2013.04.001)
- 6 Reed, D. D., Niileksela, C., & **Kaplan, B. A.** (2013). Behavioral economics: A tutorial for behavior analysts in practice. *Behavior Analysis in Practice*, 6, 34-54. doi: [10.1007/BF03391790](https://doi.org/10.1007/BF03391790) 
- 5 Hirst, J. M., Miller, J. R., **Kaplan, B. A.**, & Reed, D. D. (2013). Watts Up? PRO AC power meter for automated energy recording: A product review. *Behavior Analysis in Practice*, 6, 82-95. doi: [10.1007/BF03391795](https://doi.org/10.1007/BF03391795)
- 4 Reed, D. D., **Kaplan, B. A.**, & Brewer, A. T. (2012). A tutorial on the use of Excel® 2010 and Excel® for Mac 2011 for conducting delay discounting analyses. *Journal of Applied Behavior Analysis*, 45, 375-386. doi: [10.1901/jaba.2012.45-375](https://doi.org/10.1901/jaba.2012.45-375) 
- 3 Reed, D. D., **Kaplan, B. A.**, & Brewer, A. T. (2012). Discounting the freedom to choose: Implications for the paradox of choice. *Behavioural Processes*, 90, 424-427. doi: [10.1016/j.beproc.2012.03.017](https://doi.org/10.1016/j.beproc.2012.03.017)
- 2 **Kaplan, B. A.** & Reed, D. D. (2012). The matching law: A tutorial for practitioners. *Behavior Analysis in Practice*, 4(2), 15-24. doi: [10.1007/BF03391780](https://doi.org/10.1007/BF03391780) 
- 1 Reed, D. D., Skoch, J. M. J., **Kaplan, B. A.**, & Brozyna, G. A. (2012). Desempeño defensivo como un modulador del sesgo en la selección de jugadas en el fútbol Americano colegial (trans.: Defensive performance as a modulator of biased play calling in collegiate American-rules football). *Revista Mexicana de Análisis de la Conducta / Mexican Journal of Behavior Analysis*, 37 (3), 51-57. url: <http://psycnet.apa.org/record/2012-32715-005>

Book chapters

- 6 Gilroy, S. P., **Kaplan, B. A.**, Bullock, C. E., & Waits, J. A. (in press). Current use and development of FOSS in Behavior Analysis: Modern behavioral engineering. *Introduction to programming for Behavior Analysts - Volume 2*. Brazilian Association of Behavioral Psychology and Medicine.
- 5 Bickel, W. K., Athamneh, L. N., Snider, S. E., Craft, W. H., DeHart, W. B., **Kaplan, B. A.**, & Basso, J. C. (2020). Reinforcer Pathology: Implications for Substance Abuse Intervention. *Current topics in behavioral neurosciences*, [10.1007/7854_2020_145](https://doi.org/10.1007/7854_2020_145).
- 4 Reed, D. D., Yanagita, B. T., Becirevic, A., Hirst, J. M., **Kaplan, B. A.**, Eastes, E., & Hanna, T. (2016). Actively caring for higher education. In E. S. Geller (Ed.), *Applied psychology: Actively caring for people* (pp. 563-593). New York, NY: Cambridge University Press.
- 3 Reed, D. D., **Kaplan, B. A.**, & Becirevic, A. (2015). Basic research on reinforcer value. In F. D. DiGennaro Reed & D. D. Reed (Eds.), *Bridging the gap between science and practice in autism service delivery*. New York, NY: Springer. doi: [10.1007/978-1-4939-2656-5_10](https://doi.org/10.1007/978-1-4939-2656-5_10)
- 2 Reed, D. D., Hirst, J. M., **Kaplan, B. A.**, & Becirevic, A. (2014). The AC4P movement at the University of Kansas. In E. S. Geller (Ed.) *Actively caring at your school: How to make it happen* (pp. 221-229) Newport, VA: Make-A-Difference.
- 1 Reed, D. D., Luiselli, J. K., Miller, J. R., & **Kaplan, B. A.** (2013). Therapeutic restraint and protective holding. In D. D. Reed, F. D. DiGennaro Reed, & J. K. Luiselli (Eds.) *Handbook of crisis intervention for individuals with developmental disabilities*. New York, NY: Springer. doi: [10.1007/978-1-4614-6531-7_7](https://doi.org/10.1007/978-1-4614-6531-7_7)

Teaching

Undergraduate Courses (Instructor)

SU13, SU15 ABSC 100: Introduction to Applied Behavioral Science, University of Kansas

Undergraduate Courses (Co-Instructor)

SP13, SP14 ABSC 100: Introduction to Applied Behavioral Science, University of Kansas

Undergraduate Courses (Graduate Teaching Assistant)

FA11, SP12, FA13 ABSC 100/101: Introduction to Applied Behavioral Science/Honors, University of Kansas (to Dr. Derek D. Reed)

FA14, SP15, FA15 ABSC 160: Introduction to Child Behavior and Development, University of Kansas (to Dr. Florence D. DiGennaro Reed)

FA11, 2013 ABSC 425: Undergraduate Teaching Apprenticeship in Applied Behavioral Science, University of Kansas (to Dr. Derek D. Reed)

2012 ABSC 509: Contemporary Behavioral Science: Historical, Conceptual, and Comparative Foundations, University of Kansas (to Dr. Derek D. Reed)

Undergraduate Courses (Undergraduate Teaching Assistant)

FA09 ABSC 100: Introduction to Applied Behavioral Science, University of Kansas (Dr. Gregory J. Madden)

Symposia and invited presentations

- 38 **Kaplan, B. A.** (March, 2021). Behavioral economics and substance use. Talk presented at the Leveraging Clinical and Behavioral, Biomedical and Policy Innovations to Facilitate Tobacco Treatment in Kentucky (LIFT Alliance) Works in Progress. University of Kentucky, Lexington, KY.
- 37 **Kaplan, B. A.** (October, 2020). Behavioral economics and substance use. Talk presented at the Department of Family and Community Medicine Works in Progress. University of Kentucky, Lexington, KY.

- 36 Koffarnus, M. N. & **Kaplan, B. A.** (May, 2020). Delay discounting and behavioral economic demand for alcohol in a census-matched national sample of adults. In B. R. Raiff (Chair), *Current directions in behavioral economic approaches to demand*. Symposium presented at the 46th Annual Convention of the Association for Behavior Analysis International, Washington, DC.
- 35 **Kaplan, B. A.** & Gilroy, S. P. (May, 2020). Systematic review of applied behavioral economics with individuals with developmental disabilities [Symposium canceled]. In C. Bullock (Chair), *Behavioral economic extensions to assessments and interventions for individuals with developmental disabilities*. Symposium originally scheduled at the 46th Annual Convention of the Association for Behavior Analysis International, Washington, DC.
- 34 **Kaplan, B. A.**, Koffarnus, M. N., & Bickel, W. K. (March, 2020). Comparing substitutability between reduced-nicotine cigarettes and usual-brand cigarettes in the Experimental Tobacco Marketplace. Paper presentation at the 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
- 33 Koffarnus, M. N., **Kaplan, B. A.**, Bickel, W. K., & Crill, E. M. (March, 2020). SPECTRUM research cigarettes, regardless of nicotine content, are rated more poorly and actively avoided more than nonpreferred commercially available cigarettes. Paper presentation at the 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
- 32 Bickel, W. K., Stein, J. S., Heckman, B. W., Pope, D. A., Lemos, R. F., **Kaplan, B. A.**, Cummings, K. M., Borland, R., & Fong, G. T. (March, 2020). The Experimental Tobacco Marketplace: Estimating the effects of policy [Symposium canceled]. Symposium originally scheduled at the 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
- 31 ***Kaplan, B. A.**, Koffarnus, M. N., & Bickel, W. K. (October, 2019). Demand for reduced-nicotine cigarettes is lower when alternative nicotine products are available for purchase in the Experimental Tobacco Marketplace. Invited flash presentation at the October 2019 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- 30 **Kaplan, B. A.** (May, 2019). *Applying behavioral economics to issues of everyday importance*. Symposium discussant at the 45th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 29 Gilroy, S. P. & **Kaplan, B. A.** (May, 2019). Parental discounting of delayed outcomes in treatment-related decision-making. In R. N. S. Foster (Chair), *Applying behavioral economics to issues of everyday importance*. Symposium presented at the 45th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 28 Miller, J. R., **Kaplan, B. A.**, Bickel, W. K., & Reed, D. D. (May, 2019). Obesity and behavioral economics: Examining sex differences in relations between delay discounting, intensity, persistence, and body mass index across obesogenic commodities. In R. N. S. Foster (Chair), *Applying behavioral economics to issues of everyday importance*. Symposium presented at the 45th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 27 ***Kaplan, B. A.** (August, 2018). A crowdsourced evaluation of drink-special framing on alcohol consumption in a behavioral economic purchase task. Invited presentation by Division 28 at the 126th Annual Convention of the American Psychological Association, San Francisco, CA.
- 26 ***Kaplan, B. A.** (August, 2018). Happy hour drink specials in the Alcohol Purchase Task. Invited presentation by Division 25 at the 126th Annual Convention of the American Psychological Association, San Francisco, CA.
- 25 ***Kaplan, B. A.**, Bickel, W. K., & Koffarnus, M. N. (June, 2018). A preliminary analysis of reduced nicotine cigarettes on the acute subjective effects of craving and liking. Invited flash presentation at the June 2018 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- 24 Koffarnus, M. N. & **Kaplan, B. A.** (May, 2018). A framework to integrate behavioral economic demand and discounting tasks. In D. D. Reed (Chair), *Advances in operant Demand analysis: Toward best practice for demand assessment and quantification*. Symposium presented at the 44th Annual Convention of the Association for Behavior Analysis International, San Diego, CA.

- 23 **Kaplan, B. A.,** Koffarnus, M. N., & Bickel, W. K. (February, 2018). A crowd-sourced evaluation of reduced-nicotine cigarette framing on behavioral economic demand curves. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
- 22 Naudé, G. P., Reed, D. D., **Kaplan, B. A.,** & McKerchar, T. (October, 2017). Examining the generality of the hidden zero effect across five delay discounting assessments. In D. D. Reed (Chair), *Delay discounting: Procedural considerations and translational utility*. Symposium presented at the 2017 meeting of the Berkshire Association for Behavior Analysis and Therapy, Amherst, MA.
- 21 **Kaplan, B. A.,** Bickel, W. K., & Koffarnus, M. N. (June, 2017). A behavioral economic analysis of demand and substitution in the experimental tobacco marketplace: Effects of cigarettes labeled with varying nicotine concentrations. Paper presented at the 2017 International Study Group Investigating Drugs as Reinforcers Annual Scientific Meeting, Montreal, QC.
- 20 **Kaplan, B. A. &** Koffarnus, M. N. (May, 2017). On the use of leveraging open-source software for a more efficient research workflow. In **B. A. Kaplan** (Chair), *On using modern technology along the basic and applied research continuum: Why and how technology can be used in your research*. Symposium presented at the 43rd Annual Convention of the Association for Behavior Analysis International, Denver, CO.
- 19 Naudé, G. P., Reed, D. D., Henley, A. J., **Kaplan, B. A.,** & DiGennaro Reed, F. D. (May, 2017). Rate dependent effects of delay framing and hidden zero manipulations in the monetary choice questionnaire. In M. Sofis (Chair), *Delay discounting and its repair: Methodological issues and extension*. Symposium presented at the 43rd Annual Convention of the Association for Behavior Analysis International, Denver, CO.
- 18 ***Kaplan, B. A.** (October, 2016). Broadening the reach: Use-inspired applications of behavioral economics. Invited presentation at Virginia Tech Carilion Research Institute, Roanoke, VA.
- 17 **Kaplan, B. A.,** Reed, D. D., Roma, P. G., Hursh, S. R. & Johnson, P. E. (May, 2016). Essential aspects of “essential value” in behavioral economic demand: Recent advances in quantification. In D. D. Reed (Chair), *Best practice recommendations for behavioral economic demand curve analyses*. Symposium presented at the 42nd Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 16 Roma, P. G., **Kaplan, B. A.,** Lantry, F. J., Hudja, S., Reed, D. D., & Hursh, S. R. (May, 2016). Construction, interpretation, and novel applications of hypothetical purchase task questionnaires. In D. D. Reed (Chair), *Best practice recommendations for behavioral economic demand curve analyses*. Symposium presented at the 42nd Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 15 Reed, D. D., **Kaplan, B. A.,** Roma, P. G., Hursh, S. R. & Johnson, P. E. (January, 2016). Essential aspects of “essential value” in behavioral economic demand: Recent advances in quantification. Invited presentation at the 2016 Winter Conference on Animal Learning & Behavior, Winter Park, CO.
- 14 **Kaplan, B. A.** (October, 2015). Effects of “episodic future thinking” on discounting: Personalized age-progressed pictures improve risky long-term health decisions. Invited presentation at the 16th Annual Convention of the Mid-American Association for Behavior Analysis, Kansas City, MO.
- 13 **Kaplan, B. A.,** Reed, D. D., & Jarmolowicz, D. P. (May, 2015). The effects of modified episodic future thinking on risky long-term health decisions. In D. D. Reed & **B. A. Kaplan** (Chairs), *Behavioral economics of chronic disease: The role of discounting process in health decisions*. Symposium presented at the 41st Annual Convention of the Association for Behavior Analysis International, San Antonio, TX.
- 12 Becirevic, A., **Kaplan, B. A.,** & Reed, D. D. (May, 2015). The essential value of ultra-violet indoor tanning: A behavioral economic analysis of an at-risk population. In S. M. Lemley (Chair), *First world problems: Behavior economic analyses of running, tanning, borrowing, and exotic dancing*. Symposium presented at the 41st Annual Convention of the Association for Behavior Analysis International, San Antonio, TX.

- 11 Henley, A. J., DiGennaro Reed, F. D., **Kaplan, B. A.**, & Reed, D. D. (May, 2015). A crowdsourcing experiential procedure for generating breakpoints of worker responding. In K. A. Lattal (Chair), *Practice, principles, and progressive contingencies*. Symposium presented at the 41st Annual Convention of the Association for Behavior Analysis International, San Antonio, TX.
- 10 Lemley, S. M., Jarmolowicz, D. P., **Kaplan, B. A.**, Darden, A., & Reed, D. D. (May, 2015). On the relation between a novel measure of beer discounting, demand for alcohol, and alcohol-related problems in college students. In B. A. Kaplan (Chair), *Delay discounting of different commodities: Opportunity costs, fungibility, and alcohol*. Symposium presented at the 41st Annual Convention of the Association for Behavior Analysis International, San Antonio, TX.
- 9 Yanagita, B. T., Reed, D. D., Becirevic, A., & **Kaplan, B. A.** (May, 2015). Examining the effects of indoor tanning bans via a natural multiple baseline in the U.K. In C. L. Dozier (Chair), *Examining the influence of public policy and legislation on important public health behavior*. Symposium presented at the 41st Annual Convention of the Association for Behavior Analysis International, San Antonio, TX.
- 8 Reed, D. D., **Kaplan, B. A.**, & Becirevic, A. (August, 2014). The price of vanity: A behavioral economic approach to UV tanning addiction and prevention. In **B. A. Kaplan** & D. D. Reed (Co-chairs), *Behavioral economic solutions to issues of societal concern – Methods, technologies, and applications*. Symposium presented at the 122nd Annual Convention of the American Psychological Association, Washington D. C.
- 7 **Kaplan, B. A.**, & Reed, D. D. (May, 2014). Behavioral economics demand for “green” bags predicts scores on the new ecological paradigm scale. In M. M. Sweeney (Chair), *Humans and our ecosystem: Using behavior analysis to help the environment and understand how our environment affects behavior*. Symposium presented at the 40th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 6 Reed, D. D., **Kaplan, B. A.**, Becirevic, A., & Miller, J. R. (May, 2014). A behavioral economic analysis of Obamacare’s tanning tax: Suggestions for maximizing revenue while reducing demand. In **B. A. Kaplan** (Chair), *Applied behavioral economics: Using demand curves and discounting rates to guide public policy*. Symposium presented at the 40th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 5 Hirst, J. M., Reed, D. D., **Kaplan, B. A.**, & Becirevic, A. (May, 2014). Applying AC4P in a large college course: From a class assignment to active engagement. In E. S. Geller (Chair), *Behavior analysis to improve education: An actively caring for people (AC4P) approach*. Symposium presented at the 40th Annual Convention of the Association for Behavior Analysis International, Chicago, IL.
- 4 **Kaplan, B. A.**, & Reed, D. D. (May, 2013). Temporal discounting and the paradox of choice: Uncovering differences in decision making processes. In D. P. Jarmolowicz (Chair), *Sex, drugs, indecision, and smog: Contributions of discounting to the understanding of real world problems*. Symposium presented at the 39th Annual Convention of the Association for Behavior Analysis International, Minneapolis, MN.
- 3 Reed, D. D., Partington, S. W., Roma, P. G., Hursh, S. R., **Kaplan, B. A.**, & Miller, J. R. (May, 2013). Demand elasticity for fuel: Behavioral economic models of America’s addiction to oil. In T. S. Critchfield (Chair), *Looking out from the lab: Use-inspired research on real-world problems*. Symposium presented at the 39th Annual Convention of the Association for Behavior Analysis International, Minneapolis, MN.
- 2 **Kaplan, B. A.**, & Reed, D. D. (May, 2012). Wanting more but taking less: Discounting and the paradox of choice. In J. M. Hirst (Chair), *Temporal and probabilistic discounting of autism service delivery options and outcomes*. Symposium presented at the 38th Annual Convention of the Association for Behavior Analysis International, Seattle, WA.
- 1 **Kaplan, B. A.** (March, 2012). Egocentrism over ecocentrism: The behavioral economics of environmental decision making. Symposium presented at the 2012 University of Kansas Graduate Research Competition, Lawrence, KS.

Poster presentations

- 44 Lemos, R. F., **Kaplan, B. A.**, Stein, J. S., Tegge, A. N., & Bickel, W. K. (February, 2021). *The Illegal Experimental Tobacco Marketplace II: Effects of reduced-nicotine standards for cigarettes*. Poster presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [Virtual]
- 43 **Kaplan, B. A.**, Gipson, C. D., & Koffarnus, M. N. (March, 2020). *Bidirectional increases in valuation for cigarettes and opioids under withdrawal of either substance in co-users*. Poster presented at the 2020 Annual Convention.
- 42 **Kaplan, B. A.**, Crill, E. M., Bickel, W. K., & Koffarnus, M. N. (March, 2020). *Using behavioral economic methods to evaluate abuse liability and tobacco marketplace policies related to reduced-nicotine cigarettes*. Poster presented at the 2nd Annual Substance Use Research Day, Lexington, KY.
- 41 Koffarnus, M. N., Kablinger, A. S., **Kaplan, B. A.**, & Crill, E. M. (March, 2020). *From validation to implementation of a remote alcohol monitoring platform to facilitate abstinence reinforcement*. Poster presented at the 2nd Annual Substance Use Research Day, Lexington, KY.
- 40 **Kaplan, B. A.**, Koffarnus, M. N., & Bickel, W. K. (October, 2019). *Demand for reduced-nicotine cigarettes is lower when alternative nicotine products are available for purchase in the Experimental Tobacco Marketplace*. Poster presented at the October 2019 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- 39 Koffarnus, M. N., **Kaplan, B. A.**, Higgins, S. T., & Bickel, W. K. (October, 2019). *Cigarillos are the predominant substitute, if available, for reduced-nicotine cigarettes in the Experimental Tobacco Marketplace*. Poster presented at the October 2019 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- 38 **Kaplan, B. A.**, Crill, E. M., McBee, H., Bickel, W. K., & Koffarnus, M. N. (May, 2019). *Behavioral economic demand elasticity significantly predicts blood nicotine across reduced-nicotine cigarettes: A preliminary analysis*. Poster presented at the 2019 Society for the Quantitative Analysis of Behavior, Chicago, IL.
- 37 Heckman, B., Pope, D. A., **Kaplan, B. A.**, Cummings, K. M., Fong, G., McNeill, A., Shang, C., O'Connor, R., & Bickel, W. K. (February, 2019). *Substitutability of electronic and heat-not-burn cigarettes as a function of electronic cigarette taxes and subsidies: International Experimental Tobacco Marketplace study*. Poster presented at the 25th Annual Meeting of the Society for Research on Nicotine & Tobacco, San Francisco, CA.
- 36 Foster, R. N. S., **Kaplan, B. A.**, Bickel, W. K., & Reed, D. D. (November, 2018). *A reinforcement pathology model of ultraviolet indoor tanning*. Poster presented at the 2018 Association for Behavior Analysis International Substance Use and Addiction Conference, Washington DC.
- 35 Harsin, J. D., Gelino, B. W., **Kaplan, B. A.**, Hursh, S. R., & Reed, D. D. (November, 2018). *Generalized essential value in exponential demand: Implications for psychopharmacology and public policy*. Poster presented at the 2018 Association for Behavior Analysis International Substance Use and Addiction Conference, Washington DC.
- 34 Salzer, A. R., Naudé, G. P., Gelino, B. W., **Kaplan, B. A.**, Nighbor, T., Reed, D. D., & Higgins, S. T. (November, 2018). *Behavioral economic measurement of cigarette demand: A systematic review of the cigarette purchase task*. Poster presented at the 2018 Association for Behavior Analysis International Substance Use and Addiction Conference, Washington DC.
- 33 **Kaplan, B. A.**, Bickel, W. K., & Koffarnus, M. N. (June, 2018). *A preliminary analysis of reduced nicotine cigarettes on the acute subjective effects of craving and liking*. Poster presented at the June 2018 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- 32 Koffarnus, M. N. & **Kaplan, B. A.** (June, 2018). *A novel delayed cigarette purchase task: Associations with craving and smoking urges*. Poster presented at the 80th Annual Meeting of the College on Problems of Drug Dependence, San Diego, CA.
- 31 **Kaplan, B. A.**, & Koffarnus, M. N. (May, 2018). *Retrospective self-reports underestimate alcohol use following successful contingency management treatment*. Poster presented at the 2018 Society for the Quantitative Analysis of Behavior, San Diego, CA.

- 30 DeHart, W. B., **Kaplan, B. A.**, Mellis, A. M., & Bickel, W. K. (February, 2018). *Using narratives to promote substitution of e-cigarettes for cigarettes in an online experimental tobacco marketplace.* Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
- 29 **Kaplan, B. A.**, Reed, D. D., Amlung, M., MacKillop, J., & Murphy, J. G. (June, 2017). *A descriptive review of alcohol purchase task procedures and analyses.* Poster presented at the 40th Annual Research Society on Alcoholism Scientific Meeting, Denver, CO.
- 28 Morris, V., Amlung, M., **Kaplan, B. A.**, Reed, D. D., Petker, T., & MacKillop, J. (June, 2017). *Using crowdsourcing to examine behavioral economic measures of alcohol value and proportionate alcohol reinforcement.* Poster presented at the 40th Annual Research Society on Alcoholism Scientific Meeting, Denver, CO.
- 27 **Kaplan, B. A.**, & Reed, D. D. (May, 2017). *Happy hour drink specials in the alcohol purchase task.* Poster presented at the 2017 Society for the Quantitative Analysis of Behavior, Denver, CO.
- 26 Naudé, G. P., Reed, D. D., **Kaplan, B. A.**, & McKerchar, T. L. (May, 2017). *Examining the generality of the hidden zero effect across five delay discounting assessments.* Poster presented at the 2017 Society for the Quantitative Analysis of Behavior, Denver, CO.
- 25 Beau, E. M., Liese, B. S., Atchley, P., Reed, D. D., Becirevic, A., & **Kaplan, B. A.** (October, 2016). *Construct validity of a texting dependence scale that predicts motor vehicle accidents and moving violations.* Poster presented at the Addictive Behaviors SIG Student Poster Session at the 50th Annual Convention of the for Behavioral and Cognitive Therapies, New York, NY.
- 24 Naudé, G. P., Henley, A. J., **Kaplan, B. A.**, Reed, D. D., & DiGennaro Reed, F. D. (May, 2016). *Temporal framing and the hidden zero effect: Rate-dependent outcomes on delay discounting.* Poster presented at the 2016 Society for the Quantitative Analysis of Behavior, Chicago, IL.
- 23 Henley, A. J., DiGennaro Reed, F. D., Reed, D. D., & **Kaplan, B. A.** (October, 2015). *A crowdsourced approach to analog OBM research: Workplace demand in Amazon Mechanical Turk.* Poster presented at the 16th Annual Conference of the Mid-American Association for Behavior Analysis, Kansas City, MO.
- 22 **Kaplan, B. A.**, Becirevic, A., Harsin, J. D., Reed, D. D., Roma, P. G., & Hursh, S. R. (May, 2015). *Transitional validity of generalized essential value in exponential demand.* Poster presented at the 2015 Society for the Quantitative Analysis of Behavior, San Antonio, TX.
- 21 Henley, A. J., DiGennaro Reed, F. D., **Kaplan, B. A.**, & Reed, D. D. (May, 2015). *Quantifying efficacy of workplace reinforcers: A behavioral economics approach to organizational behavior.* Poster presented at the 2015 Society for the Quantitative Analysis of Behavior, San Antonio, TX.
- 20 **Kaplan, B. A.**, Lemley, S. M., Reed, D. D., & Jarmolowicz, D. P. (October, 2014). *A spreadsheet tool to automatically score 21- and 27-item Kirby monetary choice questionnaires.* Poster presented at the 15th Annual Conference of the Mid-American Association for Behavior Analysis, St. Louis, MO and Southeastern Association for Behavior Analysis, Wilmington, NC.
- 19 Yanagita, B. T., Becirevic, A., **Kaplan, B. A.**, & Reed, D. D. (October, 2014). *A within-subject comparison of three delay discounting assessments: Different procedures may assess different impulsivities.* Poster presented at the 15th Annual Conference of the Mid-American Association for Behavior Analysis, St. Louis, MO.
- 18 Henley, A. J., DiGennaro Reed, F. D., **Kaplan, B. A.**, & Reed, D. D. (October, 2014). *Is your job demanding? An application of demand curves to evaluate hypothetical work performance.* Poster presented at the 15th Annual Conference of the Mid-American Association for Behavior Analysis, St. Louis, MO.
- 17 Becirevic, A., Yanagita, B. T., Jackson, R. E., Bicknell, K., Jansen, R., **Kaplan, B. A.**, & Reed, D. D. (October, 2014). *Quantitative comparisons of the essential value of abused substances: An application of exponential demand analysis.* Poster presented at the 15th Annual Conference of the Mid-American Association for Behavior Analysis, St. Louis, MO.

- 16 **Kaplan, B. A.,** Becirevic, A., & Reed, D. D. (August, 2014). *A behavioral economic analysis of college-aged and regular commuters' fuel purchases.* Poster presented at the 122nd Annual Convention of the American Psychological Association, Washington D. C. and the 2015 Minnesota Northland Association for Behavior Analysis, Minneapolis, MN.
- 15 **Kaplan, B. A.,** Becirevic, A., Reed, D. D., Roma, P. G., & Hursh, S. R. (May, 2014). *Framing alters demand for indoor tanning on a hypothetical purchase task.* Poster presented at the 2014 Society for the Quantitative Analysis of Behavior, Chicago, IL.
- 14 Becirevic, A., Phillips, A. B., **Kaplan, B. A.,** & Reed, D. D., (May, 2014). *America's sweet tooth for soda: A behavioral economic analysis of sugar-sweetened beverage consumption.* Poster presented at the 2014 Society for the Quantitative Analysis of Behavior, Chicago, IL.
- 13 **Kaplan, B. A.,** Becirevic, A., Reed, D. D., Roma, P. G., & Hursh, S. R. (April, 2014). *The price of looking good: A behavioral economic analysis of indoor tanning in an at-risk population.* Poster presented at the 2014 Kansas Association for Behavior Analysis Conference, Overland Park, KS.
- 12 **Kaplan, B. A.,** Becirevic, A., Phillips, A. B., Reed, D. D., Roma, P. G., & Hursh, S. R. (May/October, 2013). *Exponential demand and empirical public policy: Applying behavioral economics to preventative health initiatives.* Poster presented at the 2013 Society for the Quantitative Analysis of Behavior, Minneapolis, MN and 14th Annual Conference of the Mid-American Association for Behavior Analysis, Milwaukee, WI.
- 11 **Kaplan, B. A.,** Reed, D. D., Roma, P. G., Hursh, S. R., Partington, S. W., & Miller, J. R. (May, 2013). *Evaluation of progression size in a hypothetical purchase task.* Poster presented at the 2013 Society for the Quantitative Analysis of Behavior, Minneapolis, MN.
- 10 **Kaplan, B. A.,** Partington, S. W., Reed, D. D., Roma, P. G., Hursh, S. R., & Miller, J. R. (October, 2012). *Using demand curves to assess hypothetical purchasing of environmentally-relevant products.* Poster presented at the 13th Annual Conference of the Mid-American Association for Behavior Analysis, Minneapolis, MN.
- 9 Partington, S. W., Reed, D. D., Roma, P. G., Hursh, S. R., **Kaplan, B. A.,** & Miller, J. R. (October, 2012). *The essential value of fuel in the United States and Canada: Behavioral economic analyses of oil demand and elasticity.* Poster presented at the 13th Annual Conference of the Mid-American Association for Behavior Analysis, Minneapolis, MN.
- 8 **Kaplan, B. A.,** & Reed, D. D. (March/August, 2012). *Delay and social discounting of pollution effects: A behavioral economic framework for environmental sustainability.* Poster presented at the 8th Annual Conference of the Heartland Association for Behavior Analysis, Omaha, NE and 2012 ABAI Behavior Change for a Sustainable World Conference, Columbus, OH.
- 7 Miller, J. M., DiGennaro Reed, F. D., Hirst, J. M., Reed, D. D., & **Kaplan, B. A.** (May/October, 2012). *Instructional versus schedule control: A translational investigation of verbal history effects on rule adherence in situations of diminishing returns.* Poster presented at the 2012 Society for the Quantitative Analysis of Behavior, Seattle, WA and the 13th Annual Conference of the Mid-American Association for Behavior Analysis, Minneapolis, MN.
- 6 Reed, D. D., & **Kaplan, B. A.** (May, 2012). *Priming political identity influences temporal and social discounting rates associated with effects of environmental disasters.* Poster presented at the 2012 Society for the Quantitative Analysis of Behavior, Seattle, WA.
- 5 **Kaplan, B. A.,** & Reed, D. D. (May, 2012). *Effects of amount on the discounting of reward option size and delayed outcomes.* Poster presented at the 2012 Society for the Quantitative Analysis of Behavior, Seattle, WA.
- 4 **Kaplan, B. A.,** & Reed, D. D. (May, 2012). *Discounting of environmental concerns using a visual analogue scale.* Poster presented at the 38th Annual Convention of the Association for Behavior Analysis International, Seattle, WA.
- 3 **Kaplan, B. A.,** & Reed, D. D. (October, 2011) *Wanting more but taking less: Discounting and the paradox of choice.* Poster presented at the 12th Annual Conference of the Mid-American Association for Behavior Analysis, Bloomingdale, IL.

- 2 **Kaplan, B. A., Skoch, J. M., Reed, D. D., & Richardson, J.** (May, 2011) *Defensive ability as a modulating factor of pass/rush bias in football matching analysis*. Poster presented at the 37th Annual Convention of the Association for Behavior Analysis International, Denver, CO.
- 1 **Kaplan, B. A., & Reed, D. D.** (March/April, 2011) *Discounting of options: A quantitative analysis of choice overload*. Poster presented at the 2011 Association for Behavior Analysis International Behavioral Economics Conference, Chicago, IL and the 2011 University of Kansas Undergraduate Research Symposium, Lawrence, KS.

Quantitative tools

- 2018 **Kaplan, B. A.** (2018) beezdemand: Behavioral Economic Easy Demand.
CRAN (stable) release: <https://CRAN.R-project.org/package=beezdemand>
Development release: <https://github.com/brentkaplan/beezdemand>
- 2014 **Kaplan, B. A., Lemley, S. M., Reed, D. D., & Jarmolowicz, D. P.** (2014) 21- and 27-item Monetary Choice Questionnaire automated scorer [spreadsheet application].
Retrieved from: <http://hdl.handle.net/1808/15424>.
- 2014 **Kaplan, B. A. & Reed, D. D.** (2014) Essential value, Pmax, and Omax automated calculator [spreadsheet application]. Retrieved from: <http://hdl.handle.net/1808/14934>.