Richard W. Serna, PhD
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Publications (Peer-Reviewed Papers and Abstracts; Book Chapters)


Serna, RW, Lionello-DeNolf, K. M., Barros, R.S., Dube, W.V., & McIlvane, W.J. (2004). Teoria de coerência de topografias de controle de estímulos na aprendizagem discriminativa: Da pesquisa básica e teoria à aplicação. [Stimulus control topography coherence theory in discrimination learning: From basic research and theory to application] In M.M. Hübner and M. Marinotti (Eds.), Análise do comportamento para a educação (pp. 253-284). Santo Andre, Brazil: ESETec Editores Associados.

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1 The Brazilian Journal of Behavior Analysis is several years behind in publishing accepted papers. The actual publication date was August 29th, 2012.


Conference Presentations


Serna, R. W., Mlocek, J. B., Dube, W. V., & McIlvane, W. J. (May, 1999). *New approaches to teaching same/different judgments to individuals with severe intellectual disabilities.* Paper presented at the meeting of the Association for Behavior Analysis, Chicago, IL.

Serna, R. W. (October, 1998). *New developments and directions in stimulus control shaping.* Invited address presented at the Fifteenth Annual Meeting of the Southeastern Association for Behavior Analysis, Savannah, GA.


Serna, R. W. (May, 1997). *Teaching conditional discriminations: Common pitfalls and how to avoid them.* Paper presented at the meeting of the Association for Behavior Analysis, Atlanta, GA.


Kledaras, J. B., Serna, R. W., Kupfer, A. S., Gaynor, M. T., & Potter, M. J. (October, 1994). Do sorting skills predict matching-to-sample performance in students with mental retardation? Poster presented at the Eleventh Annual Meeting of the Southeastern Association for Behavior Analysis, Savannah, GA.


**Serna, R. W.** (May, 1991). *Interchangeability of stimulus terms in five-term contingencies.* Poster presented at the meeting of the Association for Behavior Analysis, Atlanta, GA.


**Serna, R. W.** (May, 1987). *Match-to-sample experiments on an apple with a joystick.* Paper presented at the meeting of the Association for Behavior Analysis, Nashville, TN.


Thorkildsen, R., & **Serna, R. W.** (May, 1985). *A computer-assisted instruction system for group settings.* Paper presented at meeting of the Association for Behavior Analysis, Columbus, OH.


