Observing behavior. Assignment: Write a description of your experiences conducting your simple frequency measurement of the behavior you selected from the public venue (e.g., ease of assignment, difficulties encountered, etc.). Include your simple frequency measurement chart or table in your paper. Be sure to support your Assignment with specific references to behavior-analytic theory and research. Search the internet for peer-reviewed articles to support your Assignment. Use proper APA format and citations, including those in the Learning Resources. Gaining experience in observation is essential for you to develop the skills necessary to making good, reliable, and valid observations in order to record behavior correctly. Without such data, you are less likely to have the ability to develop effective intervention plans nor track their effectiveness. For this Assignment, you will conduct a 5-minute behavioral observation in a public setting. This Assignment may very well be the first time you have ever conducted a systematic behavioral observation. As you complete this Assignment, think of aspects of the behavior that may be important, even if you are not recording that information. Select a public venue to conduct a brief 5-minute behavioral observation (e.g., grocery store, coffee shop, park, mall, etc.). Apply observational systems to the behavior by doing the following: Identify a target behavior (e.g., number of times sipping on a drink) as defined in last week’s Assignment. Conduct a simple frequency measurement. That is, count the number of times you observed the target behavior.