00:00 let's discuss highly preferred materials 00:03 using highly preferred materials is 00:05 using the interests and preferences of 80:00 students in non preferred activities or 00:11 tasks activities and assignments that 00:14 students find unengaging are common 00:16 antecedents to problem behavior using 00:19 highly preferred materials may prevent 00:22 or reduce problem behavior and may make 00:25 those non preferred tasks or activities 00:27 more reinforcing let's look at some of 00:31 the benefits of using highly preferred 00:33 materials promotes learning and 00:35 engagement makes activities more 00:38 meaningful and relevant motivates 00:40 learners to participate in non preferred 00:42 activities and effective with escape in 00:44 or avoidance behavior English (auto-generated)