

Douglas A. Johnson, Ph.D.

P.O. Box 20415

Kalamazoo, MI 49019

Phone: (269) 350-3684

Email: djohnson@operant-tech.com

Websites: www.operant-tech.com & www.johnsonresearchlab.com

Dr. Douglas A. Johnson is the founder of Operant-Tech Consulting and an international consultant. He is an expert in instructional design, training design/development, computer-based instruction, performance management, systems analysis, fluency training, incentives, feedback, and employee motivation. He has been studying and applying behavioral science since 1997.

He also works as a faculty specialist at Western Michigan University. He has taught college courses on introductory psychology, social psychology, behavioral training/teaching strategies, statistics, applied behavior analysis, instructional design, educational psychology, and industrial/organizational psychology. He has won multiple awards while at WMU, including the all-university award for excellence in teaching effectiveness.

Within an applied setting, he has worked on a number of projects requiring the development of computer-based training, instructional design, project management, team supervision, graphic design, website design, development of managerial training materials, and teaching of persuasion techniques.

EDUCATION

- Ph.D. Applied Behavior Analysis (2009)
Western Michigan University
Dissertation: When Self-Pacing Goes Wrong: A Comparison of Two Methods for Reducing Computer-Based Racing
- M.A. Industrial/Organizational Psychology (2005)
Western Michigan University
Thesis: The Effects of Feedback on Hourly Pay and Individual Monetary Incentives
- B.S. Psychology, summa cum laude (2001)
Central Michigan University

TEACHING EXPERIENCE

- Faculty Specialist Western Michigan University
 Duration: July 2009 – present
 Duties: Responsible for supervision and teaching of all introductory psychology courses and various graduate level courses. Recruited, trained, and supervised graduate student instructors, undergraduate assistants, and other support staff. Served as Chair of the Undergraduate Curriculum Planning Committee. Served as academic advisor for and supervised research of graduate students in the Industrial/Organizational Psychology program. Managed the Psychology Undergraduate Advising Office, developed the General Psychology curriculum, coordinated the Department's Undergraduate Curriculum plan, and represented the Department at various recruiting venues.
 Average Student Evaluation of Teaching Effectiveness: 4.5 (1-5 scale, 5 top rating)
 Supervisor: Wayne Fuqua, Ph.D.
- Part-time Instructor Kalamazoo Valley Community College
 Duration: September 2010 – present
 Duties: Responsible for teaching psychology courses, including Introduction to Psychology and Educational Psychology.
 Supervisor: Nora Evers, Ph.D.
- Instructor of Record General Psychology
 Duration: September 2008 – present, Western Michigan University
 Duties: Developed course content, lectured, supervised teaching assistants, and proctored exams. Course covers topics such as research methods, biology & behavior, consciousness, development, learning, language, memory, intelligence, personality, social psychology, perception, motivation, emotion, stress & health, psychological disorders, and therapies.
 Average Enrollment: 80-300 students
- Instructor of Record Introduction to Psychology
 Duration: September 2010 – present, Kalamazoo Community College
 Duties: Developed course content, lectured, supervised teaching assistants, and proctored exams. Course covers topics such as research methods, biology & behavior, consciousness, development, learning, language, memory, intelligence, personality, social psychology, perception, motivation, emotion, stress & health, psychological disorders, and therapies.
 Average Enrollment: 45 students

- Instructor of Record Instructional Design
Duration: September 2010 - present, Western Michigan University
Duties: Developed a graduate level practicum course covering topics such different types of learning, conceptual stimulus control training, contingency adduction, principle applying, selection of instructional examples and non-examples, meaningful active responding, and fluency development.
Average Enrollment: 20 students
- Instructor of Record Survey of Behavior Analysis Research
Duration: July 2010 - present, Western Michigan University
Duties: Developed course content, lectured, supervised teaching assistants, and proctored exams. Course covers general topics regarding the application of respondent and operant conditioning to organizational behavior management, school psychology, clinical psychology, and animal training, as well as counterarguments to behaviorism. Specific topics included attitude development, motivation, verbal behavior, safety, incentives, Direct Instruction, Precision Teaching, drug therapies, Rogerian therapy, mindfulness therapies, behavioral enrichment of zoos, cognitive dissonance, effect of external rewards on intrinsic motivation, and Chomsky's analysis of verbal behavior. The course featured computer-based training modules developed by the instructor and discussions on ethics.
Average Enrollment: 40 students
- Instructor of Record Behavioral Training and Teaching Strategies
Duration: January 2008 – April 2011, Western Michigan University
Duties: Independently created and developed new course. Developed study objectives, examinations, course website, and lecture material. Supervised course assistants. Course covered topics such as behavior analysis, procrastination, SAFMEDS, Project Follow Through, Direct Instruction, Precision Teaching, analysis of traditional education, teaching machines, programmed instruction, instructional design, computer-based instruction, Headsprout, Personalized System of Instruction, Generative Instruction, CAPSI, whole language, Performance-Based Instruction, Behavioral Systems Analysis, and educational reform.
Average Enrollment: 25 students

- Instructor of Record Educational Psychology
 Duration: January 2011 – April 2011, Kalamazoo Valley Community College
 Duties: Developed study objectives, examinations, and lecture material. Course covered topics such as testing and assessment, developmental theories, constructivist and behavioral approaches to instruction, procrastination, SAFMEDS, Project Follow Through, Direct Instruction, Precision Teaching, analysis of traditional education, teaching machines, programmed instruction, instructional design, computer-based instruction, Personalized System of Instruction, and educational reform.
 Average Enrollment: 45 students
- Instructor of Record Social Psychology
 Duration: January 2010 – April 2010, Western Michigan University
 Duties: Independently created and developed new graduate level course. Course covers topics such as situational influence, development of attitudes, pro-social behavior, compliance techniques, conformity, obedience, group pressure, aggression, group inhibition, normative influence, persuasion, reciprocation, and eyewitness memory.
 Average Enrollment: 20 students
- Instructor Survey of Behavior Analysis Research
 Duration: September 2007 – October 2007, Western Michigan University
 Duties: Independently covered class during period of instructor illness. Graded exams, lectured, proctored exams, and supervised teaching assistants. Course covered topics such as respondent and operant conditioning, stimulus control, organizational behavior management, direct instruction, precision teaching, and behavioral enrichment for animals.
- Instructor of Record Statistics for the Behavioral Sciences
 Duration: January 2007 – April 2007, Western Michigan University
 Duties: Developed course content, supervised teaching assistants, lectured, and proctored/graded exams. Course covered topics such as measures of central tendency and variability, z-scores, probability, t-tests, analysis of variance, and correlation.
 Average Enrollment: 20 students
- Instructor of Record Industrial/Organizational Psychology for Non-Majors
 Duration: January 2005 – April 2006, Western Michigan University
 Duties: Developed course content, lectured, and proctored/graded exams. Course covered topics such as performance management, pinpointing, measurement of behavior, performance feedback, developing reward/incentive systems, evaluating performance change, training, behavior-based safety, systems analysis and selection and placement.
 Average Enrollment: 25 students

APPLIED EXPERIENCE

- Owner Operant-Tech Consulting
 Duration: December 2002 – present
 Duties: As founder and owner of Operant-Tech Consulting, provided expert consultation on instructional design, training design/development, computer-based instruction, performance management, systems analysis, fluency training, incentives, feedback, compensation systems, and employee motivation.
- Contractor AME-Learning, Inc
 Duration: October 2002 – March 2009
 Duties: Design of computer-based training utilizing instructional design principles. Programming of computer-based training with the following software systems: Macromedia Flash, Macromedia Captivate, Knowledge Impact's Firefly, Microsoft PowerPoint and Adobe Photoshop. Tasks such as writing voice-over script and bullet points, project management, developer supervision, testing, implementation, and development of e-learning courses, graphic design, laying out course elements, and programmed interactions in Flash and Captivate. As an associate of AME-Learning, creation of instructional material for a variety of clients, including Allstate Foundation, Ardent Learning, Argent Mortgage, Bechtel, CLG, Heinz, National Network to End Domestic Violence, Option One Mortgage, Pfizer, PIMCO, Schering-Plough, Thomson, and Washington Mutual.
 Contact: John Crosbie, Ph.D.
- Contractor Safety & Health Involvement for Truck Drivers (SHIFT)
 Duration: August 2006 – December 2008
 Duties: Developing computer-based training materials for promotion of health and safety for commercial truck drivers. Collecting and preparation of data.
 Contact: Ryan Olson, Ph.D.
- Consultant Hollin Consulting, Ltd.
 Duration: May 2007 – August 2008
 Duties: Revision of lecture materials and developing computer-based instructional materials for training managers and other employees in behaviour management techniques. Expanding and rewriting of behaviour analysis manual. Developing process for evaluation of training results. Data analysis and proposal preparation.
 Contact: Howard Lees, BSc, CEng

- Consultant C. Richard Spates
Duration: October 2005 – April 2007
Duties: Developed computer programs to help psychiatrists and nurses choose evidence-based treatments for depression and bipolar disorder.
Contact: C. Richard Spates, Ph.D.
- Contractor Ardent Learning
Duration: November 2005 – November 2006
Duties: Instructional design of web-based training courses and interviewed employees. As an associate of Ardent Learning, created instructional materials for Ford Motor Company.
Contact: Barbara Bucklin, Ph.D.
- Consultant Pharmacia (now Pfizer)
Duration: January 2003 – April 2003
Duties: Worked with training department to develop total performance system maps, relationship maps, and process maps under the supervision of a Western Michigan University faculty member. Helped facilitate a plant-wide curriculum revision.
Contacts: Alyce Dickinson, Ph.D.; Kevin Munson, Ph.D.
- Consultant Association for Behavior Analysis
September 2001 – December 2001
Duties: Developed process maps to help analyze the payables and receivables job functions within organization under the supervision of a Western Michigan University faculty member.
Contacts: Alyce Dickinson, Ph.D.; Maria Malott, Ph.D.

PUBLICATIONS

Johnson, D. A., & Christensen, J. (in press). A Comparison of Simplified-Visually Rich and Traditional Presentation Styles. Accepted for publication in *Teaching of Psychology*.

Johnson, D. A. (2011). *Study Guide for Invitation to Psychology (5th ed.)*. Upper Saddle River, NJ: Pearson Education, Inc. ISBN: 0205066356, ISBN-13: 978-0205066353

Johnson, D. A., & Rubin, S. (2011). Effectiveness of Interactive Computer-Based Instruction: A Review of Studies Published 1995-2007. *Journal of Organizational Behavior Management, 31*, 55-94.

Johnson, D. A., & Dickinson, A. M. (2010). Employee-of-the-Month Programs: Do They Really Work? *Journal of Organizational Behavior Management, 30*, 308-324.

Johnson, D. A. (2010). *Study Guide for Psychology (10th ed.)*. Upper Saddle River, NJ: Pearson Education, Inc. ISBN: 0205777228, ISBN-13: 978-0205777228

Rubin, S., Spates, C. R., **Johnson, D. A.**, & Jouppe, L. (2009). Dosed versus Prolonged Exposure in the Treatment of Fear: An Experimental Evaluation and Review of Behavioral Mechanisms. *Journal of Anxiety Disorders*, 23, 806-812.

Johnson, D. A., Dickinson, A. M., & Huitema, B. E. (2008). The Effects of Objective Feedback on Performance When Individuals Receive Fixed and Individual Incentive Pay. *Performance Improvement Quarterly*, 20(3/4), 53-74.

PROFESSIONAL PRESENTATIONS

Johnson, D. A., Casella, S. E., & Lee, S. C. (2011). *The Science Behind Behavioral Systems Analysis: A Review of the Journal of Organizational Behavior Management*. Paper presented at the annual conference of the Association for Behavior Analysis: International, Denver, CO, May.

Johnson, D. A. (2010). *Isolating the Critical Components of Effective Feedback on a Data Entry Task*. Paper presented at the annual conference of the Association for Behavior Analysis: International, San Antonio, TX, May.

Johnson, D. A., Arnold, M., Ponick, E., & Schenk-Mathes, H. (2010). *Three Empirical Examinations of Employee of the Month*. Paper presented at the annual conference of the Association for Behavior Analysis: International, San Antonio, TX, May.

Christensen, J., & **Johnson, D. A.** (2010). *A Comparison of Simplified-Visual and Traditional Presentation Styles*. Poster presented at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI, February.

Johnson, D. A. (2009). *Employee-of-the-Month Programs: Do They Really Work?* Paper presented at the annual conference of the Association for Behavior Analysis: International, Phoenix, AZ, May.

Johnson, D. A., & Dickinson, A. M. (2009). *When Self-Pacing Goes Wrong: A Comparison of Two Methods for Reducing Computer-Based Racing*. Paper presented at the annual conference of the Association for Behavior Analysis: International, Phoenix, AZ, May.

Johnson, D. A. (2009). *Improving Self-Pacing in Computer-Based Instruction*. Paper presented at the annual conference of the Behavior Analysis Program Research Conference: Kalamazoo, MI, March.

Johnson, D. A., & Munson, K. (2008). *Creating Excellent Learning Experiences*. Invited group discussion presented at the Reaching Results Conference, Kalamazoo, MI, August.

Johnson, D. A., & Rubin, S. (2007). *Learning with Computer-Based Instruction: A Review of Best Practices*. Paper presented at the annual conference of the Association for Behavior Analysis: International, San Diego, CA, May.

Johnson, D. A. (2007). *Going Beyond Simple Interactions: How to Get the Most Out of Your Computer-Based Instruction*. Invited paper presented at the annual Behavioural Management Techniques Leadership Conference, Warrington, Cheshire, UK, May.

Fuqua, R. W., **Johnson, D. A.**, & Rubin, S. (2007). *When Successful Programs Are Imperiled: Lessons Learned from Saving Western Michigan University's Graduate Psychology Programs*. Invited address presented at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI, March.

Johnson, D. A. (2007). *OBM & CBI: Integrating Computer Training into the Workplace*. Invited paper presented at the bi-annual conference of the Florida Association for Behavior Analysis and the Organizational Behavior Management Network, Sarasota, FL, January.

Johnson, D. A., Culig, K. M., & Dickinson, A. M. (2005). *The Effects of Feedback on Individual Monetary Incentives*. Paper presented at the annual conference of the Association for Behavior Analysis: International, Chicago, IL, May.

Culig, K. M., **Johnson, D. A.**, & Dickinson, A. M. (2005). *The Effects of Individual Monetary Incentive with Individual Feedback and Group Monetary Incentives with Group Feedback on High Performance*. Paper presented at the annual conference of the Association for Behavior Analysis: International, Chicago, IL, May.

Johnson, D. A. (2005). *The Effects of Feedback on Hourly Pay and Individual Monetary Incentives*. Paper presented at the annual conference of the Behavior Analysis Program Research Conference: Kalamazoo, MI, April.

Johnson, D. A. (2001). *Music Concept Learning in Rats*. Poster presented at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI, March.

AWARDS AND GRANTS

All-University Award for Graduate Student Teaching Effectiveness, Western Michigan University (2008)

Psychology Department Doctoral Teaching Effectiveness Award, Western Michigan University (2008)

ISPI Research Grant, International Society for Performance Improvement (2004): \$7,000.00

Brosnan Memorial Scholarship, Western Michigan University (2003): \$4,000.00

Recognition of Excellence Award, Department of Psychology, Central Michigan University (2001)

PROFESSIONAL ORGANIZATIONS

2008 – present	Kalamazoo Regional Chamber of Commerce
2000 – present	Behavior Analysis Association of Michigan
2000 – present	Organizational Behavior Management Network
1999 – present	Association for Behavior Analysis