

*Curriculum Vitae*  
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**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, college teaching techniques, 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, and the development of managerial training materials.

**EDUCATION**

**Ph.D. in Applied Behavior Analysis**, Western Michigan University, Kalamazoo, MI. Dissertation: When Self-Pacing Goes Wrong: A Comparison of Two Methods for Reducing Computer-Based Racing. June, 2009.

**M.A. in Industrial/Organizational Psychology**, Western Michigan University, Kalamazoo, MI. Thesis: The Effects of Feedback in Hourly Pay and Individual Monetary Incentives. December, 2005.

**Bachelor of Science**, Psychology, Central Michigan University, Mt. Pleasant, MI. Summa Cum Laude. May, 2001.

**PUBLICATIONS**

**Johnson, D. A.**, & Dickinson, A. M. (in press). Using postfeedback delays to improve retention of computer-based instruction. Accepted for publication in *The Psychological Record*.

**Johnson, D. A.**, & Christensen, J. (2011). A comparison of simplified-visually rich and traditional presentation styles. *Teaching of Psychology*, 38, 293-297. doi:10.1177/0098628311421333

**Johnson, D. A.** (2011). *Study Guide for Invitation to Psychology (5<sup>th</sup> 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. doi:10.1080/01608061.2010.541821

**Johnson, D. A.,** & Dickinson, A. M. (2010). Employee-of-the-month programs: Do they really work? *Journal of Organizational Behavior Management, 30*, 308-324. doi:10.1080/01608061.2010.520144

**Johnson, D. A.** (2010). *Study Guide for Psychology (10<sup>th</sup> 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. doi:10.1016/j.janxdis.2009.03.005

**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. doi:10.1002/piq.20003

### **PRESENTATIONS**

**Johnson, D. A.,** & Slowiak, J. M. (2011, September). *Out of the lab and into employee training: The application of instructional lessons to the training process*. Invited presentation at the Minnesota Northland Association for Behavior Analysis, St. Cloud, MN.

Slowiak, J. M., & **Johnson, D. A.** (2011, September). *Out of employee training and into the daily grind: The application of OBM to supporting everyday workplace behavior*. Invited presentation at the Minnesota Northland Association for Behavior Analysis, St. Cloud, MN.

**Johnson, D. A.,** Casella, S. E., & Lee, S. C. (2011, May). *The science behind behavioral systems analysis: A review of the Journal of Organizational Behavior Management*. Presentation at the annual conference of the Association for Behavior Analysis International, Denver, CO.

**Johnson, D. A.** (2010, May). *Isolating the critical components of effective feedback on a data entry task*. Presentation at the annual conference of the Association for Behavior Analysis International, San Antonio, TX.

**Johnson, D. A.,** Arnold, M., Ponick, E., & Schenk-Mathes, H. (2010, May). *Three empirical examinations of employee of the month*. Presentation at the annual conference of the Association for Behavior Analysis International, San Antonio, TX.

Christensen, J., & **Johnson, D. A.** (2010, February). *A comparison of simplified-visual and traditional presentation styles*. Poster at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI.

**Johnson, D. A.** (2009, May). *Employee-of-the-month programs: Do they really work?* Presentation at the annual conference of the Association for Behavior Analysis International, Phoenix, AZ.

**Johnson, D. A.,** & Dickinson, A. M. (2009, May). *When self-pacing goes wrong: A comparison of two methods for reducing computer-based racing*. Presentation at the annual conference of the Association for Behavior Analysis International, Phoenix, AZ.

- Johnson, D. A.** (2009, March). *Improving self-pacing in computer-based instruction*. Presentation at the annual conference of the Behavior Analysis Program Research Conference, Kalamazoo, MI.
- Johnson, D. A., & Munson, K.** (2008, August). *Creating excellent learning experiences*. Invited group discussion at the Reaching Results Conference, Kalamazoo, MI.
- Johnson, D. A., & Rubin, S.** (2007, May). *Learning with computer-based instruction: A review of best practices*. Presentation at the annual conference of the Association for Behavior Analysis International, San Diego, CA.
- Johnson, D. A.** (2007, May). *Going beyond simple interactions: How to get the most out of your computer-based instruction*. Invited presentation at the annual Behavioural Management Techniques Leadership Conference, Warrington, Cheshire, UK.
- Fuqua, R. W., **Johnson, D. A., & Rubin, S.** (2007, March). *When successful programs are imperiled: Lessons learned from saving Western Michigan University's graduate psychology programs*. Invited presentation at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI.
- Johnson, D. A.** (2007, January). *OBM & CBI: Integrating computer training into the workplace*. Invited presentation at the bi-annual conference of the Florida Association for Behavior Analysis and the Organizational Behavior Management Network, Sarasota, FL.
- Johnson, D. A., Culig, K. M., & Dickinson, A. M.** (2005, May). *The effects of feedback on individual monetary incentives*. Presentation at the annual conference of the Association for Behavior Analysis International, Chicago, IL.
- Culig, K. M., **Johnson, D. A., & Dickinson, A. M.** (2005, May). *The effects of individual monetary incentive with individual feedback and group monetary incentives with group feedback on high performance*. Presentation at the annual conference of the Association for Behavior Analysis International, Chicago, IL.
- Johnson, D. A.** (2005, April). *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.
- Johnson, D. A.** (2001, March). *Music concept learning in rats*. Poster at the annual conference of the Behavior Analysis Association of Michigan, Ypsilanti, MI.

### **HONORS AND AWARDS**

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)

### **TEACHING EXPERIENCE**

Faculty Specialist	Western Michigan University Duration: July 2009 – present Duties: Responsible for supervision and teaching of all introductory psychology courses and various other undergraduate and 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 (PSY 1000) Duration: September 2008 – present, Western Michigan University 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 (PSY 150)  
Duration: September 2010 – present, Kalamazoo Valley Community College  
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 (PSY 5480)  
Duration: September 2010 - present, Western Michigan University  
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 (PSY 4600)  
Duration: July 2010 - present, Western Michigan University  
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 (PSY 3960)  
Duration: January 2008 – April 2011, Western Michigan University  
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 (PSY 260)  
Duration: January 2011 – April 2011, Kalamazoo Valley Community College  
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 (PSY 5970)  
Duration: January 2010 – April 2010, Western Michigan University  
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 (PSY 4600)  
Duration: September 2007 – October 2007, Western Michigan University  
Independently covered class during period of instructor illness. 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 (PSY 3000)  
Duration: January 2007 – April 2007, Western Michigan University  
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 (PSY 3440)  
Duration: January 2005 – April 2006, Western Michigan University  
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 – present  
Duties: Design of computer-based training utilizing instructional design principles. Programming of computer-based training with the following software systems: Adobe Flash, Adobe Captivate, Knowledge Impact’s Firefly, Microsoft PowerPoint and Adobe Photoshop. Tasks such as writing voice-over script and bullet points, project management, developer supervision, instructional design, 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, Fifth Third Bank, 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.