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**BIOGRAPHICAL SKETCH for Peter Honebein**

Provide the following information for the key personnel and other significant contributors in the order listed on Form Page 2. **DO NOT EXCEED FOUR PAGES.**

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<b>NAME</b>	<b>POSITION TITLE</b>
<b>Peter Honebein</b>	<b>Research Scientist</b>

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**EDUCATION/TRAINING**

<b>INSTITUTION AND LOCATION</b>	<b>DEGREE</b>	<b>YEAR(s)</b>	<b>FIELD OF STUDY</b>
Pepperdine University	BA	1984	Broadcasting Sales and Management
Indiana University, Bloomington, IN	PhD	1994	Instructional Systems/Human Performance

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**Research Focus**

Constructivism  
Complexity Theory  
Coproduct, Co-design, and Co-creation  
Customer Performance and Customer Education  
Customer Relationship Management  
Product Design and Innovation  
Service Design and Delivery

**Professional Experience**

2005 to present     Research Scientist, Academic Edge, Inc.  
Educational Multimedia Development Company  
Bloomington, IN

1988 to present     President, Honebein Associates, Inc.  
Consulting Firm  
Reno, NV

1986-1988           Marketing Director, Gillian Craig Associates  
Graphic Design/Corporate Communications Firm  
San Francisco, CA

1985-1986           Assistant Account Executive, J. Walter Thompson  
Advertising Agency  
San Francisco, CA

**Academic Appointments**

2001 to present     Adjunct Professor, University of Nevada Reno, School of Business  
Managerial Sciences Department

2003 to present     Adjunct Professor, Indiana University, School of Education  
Instructional Systems Technology Department

1993-1994           Research Assistant, Indiana University School of Medicine  
Diabetes Research and Training Center

1990-1993           Research Assistant, Indiana University  
Instructional Consulting and Research

## **Publications**

### **Books**

Honebein, Peter C. and Roy F. Cammarano (2005). *Creating Do-It-Yourself Customers: How Great Customer Experiences Build Great Companies*. Chicago: American Marketing Association/Thomson Texere.

Honebein, Peter C. (1997). *Strategies for Effective Customer Education*. Chicago: American Marketing Association/NTC Books.

### **Refereed Journal Articles**

Kakos-Kraft, Stephanie, Peter C. Honebein, Melvin J. Prince, and David G. Marrero (1997), "The SOCRATES Curriculum: An Innovative Integration of Technology and Theory in Medical Education," *Journal of Audiovisual Media in Medicine*, 20(4), 166-71.

### **Refereed Conference Proceedings, Papers, Posters and Abstracts**

Honebein, Peter C., Richard Goldsworthy, J. Dennis Fortenberry, John Toney, and Linda Kollar (2008), "Just Ask! A Constructivist Approach for Online STD Provider Skills Training," *2008 National STD Prevention Conference* (Poster).

Goldsworth, Richard and Peter C. Honebein (2007), "Just Ask: Communicating Confidently About HIV, STD, and Sexual Activity," *American Public Health Association 135<sup>th</sup> Annual Meeting*.

Honebein, Peter C. (2005), "What Drives Customer Success? Consumer Perceptions of Enabling and Restraining Forces Associated With Performing Consumption Tasks," *American Marketing Association Winter 2005 Educator's Conference*.

Hennig-Thurau, Thorsten, Peter C. Honebein, and Benoit Aubert (2005), "Unlocking Product Value Through Customer Education," *American Marketing Association Winter 2005 Educator's Conference*.

Honebein, Peter C. (2004), "Simplicity, Complexity, and the Conditions for Product Emergence," *American Marketing Association Winter 2004 Educator's Conference*, 15(1), 321.

Honebein, Peter C., Allison Carr, and Thomas M. Duffy (1993), "The Effects of Modeling to Aid Problem Solving in a Computer Learning Environment," In, *Proceedings of the Association for Educational Communications and Technology Conference*.

Honebein, Peter C. and Brescia, William (1992), "Applying Cognitive Apprenticeship to the Design of a Hypermedia Environment: The Lab Design Project," In N. Estes and M. Thomas (Eds.), *Proceedings of the Ninth International Conference on Technology and Education*, 2, 635-637.

### **Invited Papers and Book Chapters**

Honebein, Peter C. and Roy F. Cammarano (in preparation), "Balancing Act: The Impact of Rational and Emotional Designs on Memorable Customer Experiences," to appear in A. Lindgreen, J. Vanhamme, and M. Beverland (Eds.), *Memorable Customer Experiences: A Research Anthology* (Hampshire, UK: Gower Publishing).

Honebein, Peter C. and Roy F. Cammarano (in press), "Crafting a Persuasive Smart Meter Customer Experience," *Metering International*.

Honebein, Peter C. and Roy F. Cammarano (2006), "Customers At Work," *Marketing Management*, Jan/Feb, 26-31.

Honebein, Peter C. (1997), "Improving Performance: Sometimes Sales Training Isn't Enough," *Marketing News*, 31(23), 11.

Honebein, Peter C. (1996), "Seven goals for the design of constructivist learning environments," In, *Constructivist Learning Environments: Case Studies in Instructional Design*, Brent G. Wilson (Ed.). Englewood Cliffs: Educational Technology Publications. 11-24.

Honebein, Peter C. (1995), "If You Teach Them, Will They Come," *Marketing News*, 29(1), 4-5.

Honebein, Peter C. (1994), "Flipping Cards in the HyperCard Theater," In J. Price (Ed.), *Virtual Playhouse*. Indianapolis, IN: Hayden Books.

Honebein, Peter C., David G. Marrero, Stephanie Kakos-Kraft, and Thomas M. Duffy (1994), "Improving Medical Student's Skills in the Clinical Care of Diabetes," *Diabetes*, May, 1994.

Honebein, Peter C. (1993), "The Three-Way Proactive Approach to Customer Satisfaction," *Mobius: Journal of the Society of Consumer Affairs Professionals*, 12(3), 8-11.

Honebein, Peter C., Thomas M. Duffy, and Barry J. Fishman (1993), "Constructivism and the Design of Learning Environments: Context and Authentic Activities for Learning," In T.M. Duffy, J. Lowyck, & D.H. Jonassen (Eds), *The Design of Constructivist Learning Environments*. Heidelberg, Germany: Springer-Verlag.

Brush, Thomas, Allison Carr, and Peter C. Honebein (1992), "Using Hypermedia to Facilitate Art Education: The Artstrands Project," *HyperNexus: The Journal of Hypermedia and Multimedia Studies*, 2(4), 6-11.

### **Dissertation**

Honebein, Peter C. (1994). *The Effects of a Problem-Based Learning Curriculum for Diabetes Management and Care in a Large Medical School*.

### **Software Products**

Honebein, Peter C. (1989). *Script Library* (programming utility). Foster City, CA: Hyperpress Publishing

Sheumaker, Craig S. and Peter C. Honebein (1988). *DTP Advisor* (computer-based learning program). San Rafael, CA: Broderbund Software.

### **Patents**

Oldham, Mark Floyd and Peter C. Honebein (2001), "Methods, apparatus, articles of manufacture, and user interfaces for performing automated biological assay preparation and macromolecule purification." Patent number 6,326,147.

### **Professional Activities**

#### **Memberships**

Member, American Marketing Association.

Member, International Society for Performance Improvement

## **Conference Presentations**

### *International Society for Performance Improvement*

SME Therapy Session (2006); Authentic Activities for e-Learning and Beyond (2006); Experiences, Goals, Tasks, and Actions: Developing the Refined Eye of the Performance Consultant (2006); Unlocking Value in Products and Services (2005); Wow! Where Did That Come From (2005, 2006 (encore)); Stealth EPSS: Eight Tactics for Evolutionary Design (2005); Virtual Formative Evaluation: 12 Tips for E-learning (2005); The Intranet – A Worldwide Project (1998); The Intranet: 25 Essential Design and Implementation Considerations (1997); Entrepreneurship for Performance Technologists (1994); Consulting Salons: A Unique Format for Collaboration (1993).

### *American Educational Computing and Technology*

The Effects of Modeling to Aid Problem Solving in a Computer Learning Environment (1993); Applying Cognitive Apprenticeship to the Design of a Hypermedia Learning Environment: The Lab Design Project (1992); TruMedia: Hypermedia Design Implications of a Constructivist Learning Environment (1992)