

An Exploration on the Use of Gilbert's Behavior Engineering Model to Identify Barriers to
Technology Integration in a Public School

Charles L. King, Jr.

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partial fulfillment of the requirements for the degree of

Doctor of Education

In

Curriculum and Instruction

Instructional Design and Technology

Katherine Cennamo, Chair

John K. Burton

Michael M. Evans

Barbara B. Lockee

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Blacksburg, VA

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Charles: You are welcome to use the Updated Behavior Engineering Model and the Cause Analysis Worksheet. I took the worksheet a step further in the attached articles. A more advanced version of the Cause Analysis Worksheet is also attached. Feel free to use whatever has value to you.

My best wishes as you complete the requirements for your degree.

Roger

Roger Chevalier, Ph.D., CPT / Improving Workplace Performance / rdc@sonic.net /
www.aboutiwp.com / 707 992 0737

A Manager's Guide to Improving Workplace Performance (AMACOM, 2007)

selected for the 2008 ISPI Award of Excellence

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Thanks for the email, and the call. With this email I give you permission to use our copyrighted and trademarked Six Boxes® Model in your research, with the following conditions:

The proper name of the model is the **Six Boxes® Model**, which both words capitalized and the circle-r symbol to indicate that it is our registered trademark. On the Mac that character is Option-R. I am not sure what it is on Windows, but you can probably find out easily enough. It is important to include the trademark symbol for legal reasons. This is a trademark of The Performance Thinking Network, used to label our "brand" of products and services.

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In addition, this is no longer Tom Gilbert's model. The words are different, we use it differently, and it is distinctly different in how it has been communicated. FYI, I am attaching a presentation that I did at last year's conference of the International Society of Performance Improvement that worked through the incorrect attributions and naming of both Tom's Behavior Engineering Model and of our Six Boxes® Model. Yes, I did begin with Tom's model in 1982 and Tom was one of my mentors. But he, and also his wife Marilyn, who lives a couple of miles from me, acknowledged that by changing the language to plain English, user-testing it, and using the model as part of a bigger methodology that we call Six Boxes® Performance Thinking, or just Performance Thinking, that we have evolved beyond or at least in a different direction from the Behavior Engineering Model. We use it not only as an analysis tool, but also as a design and planning tool, in a way that Tom did not.

Although it is not clear from the handout that I've attached because the words of my oral presentation are not included, the points I was making in that session were intended to "clean up" the scholarship of my colleagues. They have misrepresented and taken liberties with Gilbert's model, changing its words and attributing it to him, even though it is not what he created after their changes. Likewise, they have mistakenly labeled Tom's model "six-box" and various other misnomers, even though that phrase did not exist in the performance improvement world until I began using it to refer to our model in the late 1980's. Finally, there have been a few incorrect attributions and citations of our model in the literature, but recent publications suggest that the field is finally catching up on their scholarship. I hope that you can maintain that trend with appropriate citations of the Behavior Engineering Model, the Six Boxes® Model, and the differences between them. Bottom line is that "words matter," especially when it comes to copyrighted intellectual property.

Probably the best backgrounders currently available on the Six Boxes Model® are a 1998 article and a more recent white paper. Here are links to those documents:

http://www.sixboxes.com/_customelements/uploadedResources/SixBoxes.pdf (the article). Note that we used the ™ symbol for some years to indicate a "common law" trademark, before we registered the trademark with the US government.

http://www.sixboxes.com/_customelements/uploadedResources/160039_SixBoxesWhatsSoNew.pdf (white paper) Tries to explain some of the differences, which have continued to emerge since we originally wrote that white paper.

I hope that this is helpful. I look forward to hearing more about your work, and I hope that I can receive copies of whatever proposals or reports of your research and application.

Best Regards,
Carl Binder.