

Thomas Jefferson Hoban IV

Full Professor

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AREAS OF EXPERTISE

Dr. Hoban's appointment involves 50 percent research and 50 percent engagement (i.e., Extension.) As an applied sociologist, his work connects with a wide range of stakeholders to improve the assessment and transfer of innovation. Dr Hoban is a recognized pioneer in using the Internet for teaching and fostering student activism. His teaching has focused on Social Movements and Social Change. As will be explained on next page, he has also developed a peer-reviewed website about the sixties counterculture and is a leader in the use of MySpace for education. Over the past 25 years, his research has examined how new technologies and public policies affect individuals, communities, and the environment. His Extension work focused on how people understand and respond to controversial changes and environmental issues. He has served as project director for a number of major externally-funded surveys. For 15 years, he conducted innovative Extension programs addressing critical issues. He is also a professional musician who lives in Carrboro, NC where his work includes an assessment and promotion of the arts in community development.

EDUCATION

1986	PHD - SOCIOLOGY	Iowa State University
1982	MS - AGRICULTURAL JOURNALISM	University of Wisconsin
1981	MS - WATER RESOURCE MANAGEMENT	University of Wisconsin
1978	BS - BIOLOGY	University of Illinois

PROFESSIONAL EXPERIENCE

1997 - NOW	FULL PROFESSOR	North Carolina State University
1991 - 1997	ASSOCIATE PROFESSOR	North Carolina State University
1987 - 1991	ASSISTANT PROFESSOR	North Carolina State University
1982 - 1986	RESEARCH ASSISTANT/ASSOCIATE	Iowa State University
1980 - 1982	ENVIRONMENTAL SPECIALIST	Wis. DNR - Water Quality
1979 - 1980	PROJECT ASSISTANT	Wis Soil and Water Conservation Board
1978 - 1979	LABORATORY TECHNICIAN	Wis State Lab of Hygiene

INTERNET RESEARCH AND ENGAGEMENT

The Internet represents the most significant technology to impact society in decades. The explosion of online communities and virtual social interaction present challenges and opportunities for educators, public officials, and others. My objective over the past decade has been to investigate, analyze and teach how the Internet impacts individuals, families, communities and institutions. The Internet represents a new way to organize communities outside the confines of place-based communities. The Internet will have increasing impacts on all aspects of social life; but there remains substantial disagreement as to the nature and value of these impacts.

In many ways, today's youth are asking many of the same questions their parents did in the sixties. Given that I want to reach young people, I realized long ago that books or print in general were not an option. About five years ago, I began work on a peer-reviewed website tribute to the sixties counterculture that today's progressive youth would find informative and inspirational. This site was originally developed at NC State -- but moved three years ago to www.hiphappy.com where it receives a steady stream of contacts (but is not interactive.)

I began using on-line networking sites almost ten years ago and began monitoring how young activists were using these emerging tools. I joined MySpace three years ago when membership was under 30,000 (it now exceeds 210,000,000). My profile at www.myspace.com/hiphappy (where I describe myself as a "virtual sociologist") has been viewed almost 40,000 times. For an individual (not band or famous person), I now have an unprecedented number of friends (over 5100) who visit my online classroom for the masses. These friends have left over 5000 comments, indicating higher levels of connection. Have written over 110 blogs that have been "read" over 33,000 times.

Recently launched an electronic newsletter (i.e., a BLOG) outside MySpace called "The HipHappy Times." During the first month of operation, my postings were read by almost 2500 people. I am in process of moving some of my best postings over to this more common and accessible venue." It is positioned as The Place to Get Hip, High and Happy by Learning, Laughing and Loving; and can be viewed at <http://hiphappy.wordpress.com>

There is a growing generation gap between those over 30 and those from the first generation to grow up technologically savvy and constantly connected. My teaching, research and extension activities have improved societal understanding of the issues and implications of this growing generation gap. This work has enabled me become an acknowledged expert on youth culture, cyber-communities, and the legacy of the sixties social movements. In addition, I also am pushing the frontier of teaching sociology via formal distance education and informal social networking.

PAPER PUBLICATIONS

Journal Articles

- 2003 Nooney, J.G., Woodrum, E., Hoban, T.J., and Clifford, W.B. Environmental Worldview and Behavior: Consequences of Dimensionality in a Survey of North Carolinians. *Environment and Behavior* 35(6), 763-783.
- 2002 Falk, M.C., Chassy, B.M., Harlander, S.K., Hoban, T.J., McGloughlin, M.N., and Akhlaghi, A.R. Food Biotechnology: Benefits and Concerns. *J. Nutrition* 132, 1384-1390.
- 2001 Woodrum, E.M., T.J. Hoban, and W.B. Clifford
Are Environmentalism and Religion Mutually Supportive or Antagonistic?
Ecological Economics.
- 2001 Whitehead, J., W. B. Clifford, and T.J. Hoban
WTP for Research and Extension Programs: Divergent Validity of Contingent Valuation with Single and Multiple Bound Valuation Questions. Journal of Agricultural and Applied Economics.
- 2001 Whitehead, J., W. B. Clifford, and T.J. Hoban
Willingness to Pay for a NC Saltwater Recreational Fishing License." Marine Resource Economics.
- 2000 Hoban, Thomas J.
Social Controversy and Consumer Acceptance of Agricultural Biotechnology." The Journal of Biolaw and Business. 3 (3): 38-46
- 2000 Hoban, Thomas J.
Biotechnology: Assessing Today's Core Issues for Better Food and Industry Growth." Forum for Food, Beverage, and Consumer Products Leadership. 2(6): 95-105.
- 2000 Hoban, Thomas J.
Consumer Acceptance of Biotechnology in the U.S. and Europe. The European Retail Digest. 27 (September): 16-19.
- 2000 Evensen, Chris, Thomas Hoban, and Eric Woodrum.
"Technology and Morality: Influences on Public Attitudes Toward Biotechnology." Knowledge, Technology, and Society.
- 1999 Hoban, Thomas J. "
Consumer Acceptance of Biotechnology in the United States and Japan." Food Technology 53(5):50-53.

- 1999 Cantley, Mark, Thomas Hoban, and A. Sasson.
Regulations and Consumer Attitudes to Biotechnology. Nature Biotechnology 17
(March Supplement):37-38
- 1988 Hoban, Thomas J. "Trends in Consumer Attitudes about Agricultural
Biotechnology." AgBioForum 1(1):3-7.
- 1998 Hoban, Thomas J.
Improving the Success of New Product Development. Food Technology 52(1):
46-49.
- 1998 Hoban, Thomas J. and Lisa Katic
American Consumer Views on Biotechnology. Cereal Foods World 43(1): 20-22.
- 1998 Hoban, Thomas J.
Innovation in the Food Industry: The Case of Efficient Consumer Response.
Agribusiness 14(3): 235-245.
- 1997 McMillan, MaryBe, Thomas Hoban, and William Clifford
Social and Demographic Influences on Environmental Attitudes. Southern Rural
Sociology 13(2): 89-107.
- 1997 Urban, Dieter and Thomas J. Hoban
Cognitive Determinants of Risk Perceptions Associated with Biotechnology.
Scientometrics 40 (2): 299-331.
- 1997 Hoban, Thomas J., MaryBe McMillan, Joseph Molnar, and J.D. Parrish
Industrialization of Poultry and Swine Production: Implications for Natural
Resource Management. Journal of Soil and Water Conservation. 52(6): 406-
425.
- 1997 Hoban, Thomas J., William Clifford, Michael Futreal, and MaryBe McMillan
North Carolina Producers' Adoption of Waste Management Practices. Journal of
Soil and Water Conservation. 52(5): 332-339.
- 1997 Hoban, Thomas J.
Consumer Acceptance of Biotechnology: An International Perspective. Nature
Biotechnology (15): 232-234.
- 1997 Whitehead, John C., Thomas J. Hoban and William B. Clifford,
Economic Analysis of Estuarine Quality Improvement: The Albemarle-Pamlico
System. Coastal Management.
- 1997 Wolkomir, Michelle, Michael Futreal, Eric Woodrum, and Thomas Hoban.
Denominational Subcultures of Environmentalism. Review of Religious
Research 38(4): 325-343.

- 1997 Wolkomir, Michelle, Michael Futreal, Eric Woodrum, and Thomas Hoban. Substantive Religious Belief and Environmentalism. Social Science Quarterly.
- 1996 Hoban, Thomas J. How Japanese Consumers View Biotechnology. Food Technology. 50(7): 85-88.
- 1996 Hoban, Thomas J. Anticipating Public Reaction to the Use of Genetic Engineering in Infant Nutrition. Journal of Applied Clinical Nutrition 63: 657S-662S.
- 1996 Hoban, Thomas J. Trends in Consumer Attitudes about Biotechnology. Journal of Food Distribution Research 27(1): 1-10.
- 1995 Weber, Gary, Thomas J. Hoban, Patricia Kendall, and Leonard Bull Consumer Concerns about Modern Technology in Agriculture: Considerations for Undergraduate and Graduate Teaching. Journal of Animal Science 73: 2727-2732.
- 1995 Whitehead, John C., Thomas J. Hoban, and William B. Clifford Measurement Issues with Iterated Continuous/Interval Contingent Valuation Data. Journal of Environmental Management 43: 129-139.
- 1995 Whitehead, John C., Glen Blomquist, Thomas Hoban, and William Clifford Assessing the Validity and Reliability of Contingent Values: A Comparison of On-site Users, Off-site Users, and Non-Users. Journal of Environmental Economics and Management 29: 238-251.
- 1995 Danielson, Leon, Thomas Hoban, George Van Houtven, and John Whitehead. Measuring the Benefits of Local Public Goods: Environmental Quality in Gaston County, North Carolina. Applied Economics 27: 1253-1260.
- 1994 Whitehead, John C., Peter Groothuis, Thomas Hoban, and William Clifford Sample Bias in Contingent Valuation: A Comparison of the Correction Methods. Leisure Sciences 16(4): 249-258.
- 1994 Zimmerman, Lynda, Patricia Kendall, Martha Stone, and Thomas Hoban Consumer Knowledge and Concern about Biotechnology and Food Safety: Focus Group Results. Food Technology.
- 1994 Whitehead, John C., Thomas J. Hoban, and William B. Clifford Specification Bias in Contingent Valuation from Omission of Relative Price Variables. Southern Economic Journal 60(4): 995-1009.

- 1993 Woodrum, Eric and Thomas J. Hoban
Theology and Religiosity Effects on Environmentalism. Review of Religious Research 35(3): 193-206.
- 1992 Hoban, Thomas J., Eric Woodrum, and Ronald Czaja
Public Opposition to Genetic Engineering. Rural Sociology 57(4): 476-493.
- 1992 Glenn Israel and Thomas J. Hoban
Public Concerns about Genetic Engineering: Comparison of North Carolina and Florida Residents. Southern Rural Sociology 9(1): 23-43.
- 1992 Hoban, Thomas J.
Teamwork for Conservation Education. Journal of Soil and Water Conservation. 47(3): 231-233.
- 1992 Hoban, Thomas J.
Strategies for Building a Conservation Team. Journal of Soil and Water Conservation. 47(4): 294-297.
- 1990 Hoban, Thomas J.
Local System Response to Water Shortage. Society and Natural Resources 3(1): 63-70.
- 1990 Korsching, Peter F. and Thomas J. Hoban.
Relationships between Information Sources and Farmers' Conservation Perceptions and Behavior. Society and Natural Resources 3(1) 1-10.
- 1989 Hoban, Thomas J.
Sociology and Biotechnology: Challenges and Opportunities. Southern Rural Sociology 6: 45-63.
- 1989 Hoban, Thomas J.
Biotechnology: Implications for Extension. The Journal of Extension (Fall): 20-21.
- 1989 Hoban, Thomas J.
Anticipating Public Response to Biotechnology. The Rural Sociologist (Summer): 20-22.
- 1988 Hoban, Thomas J. and Maurice Cook.
Conservation Policy under the 1985 Farm Bill: Implementation Challenges and Unresolved Issues. Forum for Applied Research and Public Policy. 3(2): 100-102.
- 1987 Hoban, Thomas J.
Barriers to Interagency Cooperation. Journal of Applied Sociology. 4: 13-29.

Chapters in Edited Publications

- 2004 Hoban, T.J. Global Stakeholders' Views in Biotechnology. *American Enterprise Institute*. Washington, DC.
- 2003 Hoban, T.J. Public Concerns about Biotechnology. In I. Serageldin, and G.J. Persley (Eds.), *Biotechnology and Sustainable Development: Voices of the South and North* (pp.279-288). Wallingford, UK: CABI Publishing.
- 2003 Hoban, T.J. Societal Acceptance of Plant Biotechnology. In I.K. Vasil (Ed.), *Plant Biotechnology 2002 and Beyond* (pp.565-568). Dordrecht, The Netherlands: Kluwer Academic Publishers.
- 2002 Hoban, Thomas J. Attitudes toward GM Food: the Transatlantic Divide. In Syngenta Lectures (Basel Switzerland): 38-41.
- 2002 Hoban, Thomas J. American Consumers' Awareness and Acceptance of Biotechnology. National Agricultural Biotechnology Council (Ithaca, NY):
1999. Hoban, Thomas J. International Acceptance of Agricultural Biotechnology." In Proceedings of the Annual Meeting of the National Agricultural Biotechnology Council. Ithaca, NY: National Agricultural Biotechnology Council. Pp. 59-73.
- 1999 Hoban, T. J., W. Clifford, and Y. Brannon. 1999. "Public Perceptions of Pollution in the Coastal Zone." In Coastal Zone 99. Boston, MA: Univ. of Mass. Pp. 484-486.
- 1999 Hoban, T.J. 1999. "Consumer Attitudes about Biotechnology." In Proceedings of the Forty-Second Annual Meeting of the Soil Science Society of North Carolina. Pp. 12-13.
- 1999 Hoban, Thomas. 1999. Public Acceptance of Biotechnology-Derived Products. In Recent Advances in Tobacco Science.
- 1997 Hoban, Thomas J. Understanding Consumers to Improve New Product Success. Pp. 19-38 in S.A. Minden (editor) Novel Food Technologies and Ingredients. Southborough, MA: International Business Communications.
- 1997 Hoban, Thomas J. Consumer Acceptance of Biotechnology: Implications for the Barley Industry. Pp. 65-67 in Proceedings of the 31st Barley Improvement Committee. Milwaukee, WI: American Malting Barley Association, Inc.

- 1997 Nowak, Peter, Stephen Padgett, and Thomas Hoban.
Practical Considerations in Assessing Barriers to IPM Adoption. Pp. 93-114 in S. Lynch, C. Green, and C. Kramer-LeBlanc Proceedings of the Third Annual IPM Symposium/Workshop. Washington, DC: U.S. Department of Agriculture.
- 1995 Hoban, Thomas J.
Construction of Food Biotechnology as a Social Issue. Pp. 189-209 in Donna Maurer and Joel Sobal (editors) Eating Agendas: Food and Nutrition as Social Problem. New York, NY: Aldine de Gruyter.
- 1995 Hoban, Thomas J. and William B. Clifford
Livestock and Poultry Producers' Waste Management Practices and Attitudes in North Carolina. Pp. 441-446 in Kenneth Steele (ed.) Proceedings of Interdisciplinary Conference on Animal Waste and the Land-Water Interface. Boca Raton, FL: Lewis Publishers.
- 1995 Hoban, Thomas J. and Patricia A. Kendall
Public Perceptions of Agricultural Biotechnology. Pp. 42-49 in Proceedings of the 49th Annual Corn and Sorghum Industry Research Conference. Washington, DC: American Seed Trade Association.
- 1994 Hoban, Thomas J. and William B. Clifford
Public Attitudes about Agricultural Water Pollution. Pp. 151-170 in Agricultural Policy and the Environment. Ankeny, IA: Soil and Water Conservation Society.
- 1993 Hoban, Thomas J. and Patricia Kendall
Public Perceptions of the Benefits and Risks of Biotechnology. Pp. 73-86 in Agricultural Biotechnology: A Public Conversation about Risk. Ithaca, NY: National Agricultural Biotechnology Council.
- 1992 Hoban, Thomas J. and Ronald C. Wimberley
Farm Operators' Attitudes about Water Quality and the RCWP. Pp. 247-254 in The National Rural Clean Water Program Symposium. Washington, DC: U.S. Environmental Protection Agency.
- 1991 Hoban, Thomas J.
Public Opinion about Technology Management. Pages 1003-1013 in Tarek M. Khalil and Bulent A. Bayraktar (Eds). Management of Technology III: the Key to Global Competitiveness. Norcross, GA: Industrial Engineering and Management Press.

- 1991 Hoban, Thomas J. and Jeff Burkhardt
Determinants of Public Acceptance of Biotechnology in Meat and Milk
Production: North American. Pages 229-244 in P. van der Wal, G.M Weber, and
F.J. van der Wilt (Eds). Biotechnology for Control of Growth and Product Quality
in Meat Production: Implications and Acceptability.
- 1990 Hoban, Thomas J.
Farmers' Response to Conservation Compliance. Pages 274-287 in Ted L.
Napier (Ed.), Implementing the Conservation Title of the Food Security Act of
1985. Ankeny IA: Soil and Water Conservation Society.
- 1990 Hoban, Thomas J.
Soil Conservation Technology and the World Food Supply. Pages 319-345 in J.I.
Hans Bakker (Ed.), The World Food Crisis: Food Security in a Comparative
Perspective. Toronto, Ontario: Canadian Scholars Press.
- 1990 Hoban, Thomas J.
Public Attitudes Toward the Risk of Climate Change. Pages 83-89 in Robert I.
Bruck (Ed.), Proceedings of Global Climate Change Symposium, Raleigh, NC:
College of Agriculture Life Sciences.
- 1988 Hoban, Thomas J.
Social Impact Assessment and Coastal Water Resources. In Symposium on
Coastal Water Resources. Pages 599-612 in William Lyke and Thomas J.
Hoban (Eds.). Bethesda, Maryland: American Water Resources Association.
- 1988 Hoban, Thomas J., Eric Hoiberg, and Barbara Osgood.
Constraints to Soil Conservation. Pages 146-150 in Lovejoy, Stephen B. and
Ted L. Napier (Eds.) Conserving Soil: Insights from Socioeconomic Research.
Ankeny, Iowa: Soil Conservation Society of America.

Extension Publications, Project Reports and Other Applied Publications

- 2004 Hoban, T.J. Public and Stakeholder Perceptions of Agricultural Biotechnology.
Background paper written for the State of Food and Agriculture (SOFA). *Food
and Agriculture Organization.* Rome, Italy.
- 2004 Hoban, T.J. Sociological Implications and Impacts of Agricultural Biotechnology.
Background paper written for the State of Food and Agriculture (SOFA). *Food
and Agriculture Organization.* Rome, Italy.
- 2002 Hoban, Thomas J. We Need Wisdom and Foresight. *The News & Observer.*
- 2002 Research Triangle Institute and Thomas J. Hoban. Food Manufacturer
Responses to Bioengineered Foods. (Research Triangle Park, NC).

- 2001 Hoban, Thomas
The Lessons of "Tacogate." P. 29 in Perspectives Raleigh, NC. College of Agriculture and Life Sciences.
2000. Keener, Kevin and Thomas Hoban
Biotechnology: Answers to Common Questions. Raleigh, NC: NCCES.
<http://www.ces.ncsu.edu/depts/foodsci/ext/pubs/biotech.pdf>
- 2000 Keener, K., T. Hoban, and R. Balabramanian
Biotechnology and its Applications. Raleigh, NC: NCCES.
- 2000 Hoban, Thomas J.
U.S. Consumers Accepting of Biotechnology. The News & Observer. (5/7)
- 2000 Hoban, Thomas J.
Countering the Myths of Biotechnology Acceptance. Grand Forks Herald (8/8).
- 2000 Hoban, Thomas J.
Tacogate: There Is Barely A Kernel of Truth. Washington Post. (11/26)
- 1999 Clifford, William, and Thomas Hoban
North Carolina Coastal Recreational Fishing License Survey: Final Report.
Raleigh, NC: N.C. State University.
- 1999 Hoban, T.J., and W.B. Clifford
Impressions: A Survey of North Carolinians' Views on Agriculture and NC State University. Raleigh, NC: N.C. State University.
- 1999 Hoban, T. and Clifford, W.
Landowners' Knowledge, Attitudes and Behavior in the Neuse River Watershed: Final Report. Raleigh, NC: N.C. State University.
- 1999 Hoban, Thomas
Public Perceptions and Understanding of Agricultural Biotechnology." Published at <http://www.usia.gov/journals/ites/1099/ijee/bio-toc.htm>. Washington, DC: U.S. Information Agency.
- 1999 Hoban, Thomas.
Modified Perceptions. *LM* 119 (April):28-29.
- 1998 Hoban, T., S. Schiffman, M. Schulman, and W. Clifford.
Societal Expectations and Social Consequences Relative to Odor and Its Control, NCSU Department of Sociology and Anthropology.

- 1996 Molnar, Joseph, Thomas Hoban, J.D. Parish, and Michael Futreal
Industrialization of Agriculture: Trends, Spatial Patterns, and Implications for Field-level Application by the Natural Resource Conservation Service. Social Sciences Institute Technical Report Release 5.1. Greensboro, NC: U.S. Department of Agriculture.
- 1996 Hoban, Thomas J. (Producer)
Biotechnology: It's Role in Your Future. Video Tape. Raleigh, NC: NCSU Ag Communications
- 1995 Hoban, Thomas J. and William B. Clifford,
Managing North Carolina's Animal Waste: Challenges and Opportunities. Raleigh, NC: College of Agriculture and Life Sciences, N.C. Agricultural Research Service, and N.C. Cooperative Extension Service. 28p.
- 1995 Hoban, Thomas J. and William B. Clifford,
Managing North Carolina's Swine Waste: Challenges and Opportunities. Raleigh, NC: College of Agriculture and Life Sciences, N.C. Agricultural Research Service, and N.C. Cooperative Extension Service. 4p.
- 1995 Hoban, Thomas J. and William B. Clifford,
Managing North Carolina's Poultry Waste: Challenges and Opportunities. Raleigh, NC: College of Agriculture and Life Sciences, N.C. Agricultural Research Service, and N.C. Cooperative Extension Service. 4p.
- 1995 Hoban, Thomas J. and William B. Clifford,
Managing North Carolina's Cattle Waste: Challenges and Opportunities. Raleigh, NC: College of Agriculture and Life Sciences, N.C. Agricultural Research Service, and N.C. Cooperative Extension Service. 4p.
- 1995 Hoban, Thomas J.
NAFTA and the North American Consumer. Pp. 58-66 in Trends in Canada: Survey on Consumer Shopping. Montreal, Quebec: Canadian Council of Grocery Distributors.
- 1995 Hoban, Thomas J.
Americans Speak up for Dinnertime. Pp. 1, 4-5 in MealWatch. Washington, DC: Food Marketing Institute.
- 1994 Hoban, Thomas J. and Patricia Kendall
Consumer Attitudes about Food Biotechnology: Final Project Report. Raleigh, NC: North Carolina Cooperative Extension Service.
- 1994 Hoban, Thomas J. and Patricia Kendall
Consumer Attitudes about Food Biotechnology: Summary Report. Raleigh, NC: North Carolina Cooperative Extension Service.

- 1994 Hoban, T.J. and P.A. Kendall.
The Consumer Connection: What Biotechnology Needs to Succeed. Food Processing (September): 79-87.
- 1994 Hoban, Thomas J.
Getting to Know Your Watershed. West Lafayette, IN: Conservation Technology Information Center.
- 1994 Hoban, Thomas J.
Building Local Partnerships. West Lafayette, IN: Conservation Technology Information Center.
- 1994 Hoban, Thomas J.
Leading and Communicating. West Lafayette, IN: Conservation Technology Information Center.
- 1994 Hoban, Thomas J.
Managing Conflict. West Lafayette, IN: Conservation Technology Information Center.
- 1993 Hoban, Thomas J.
Biotechnology: consumer attitudes. Agricultural Outlook (January/February): 20-22.
- 1993 Hoban, Thomas J.
Consumers Need Information about Biotechnology. The Packer (July).
- 1993 Hoban, Thomas J.
Efficient Consumer Response (ECR): Barriers and Opportunities. Washington, DC: Food Marketing Institute.
- 1993 Gale, J. Line, D. Osmond, S. Coffey, J. Spooner, J. Arnold, T. Hoban, and R. Wimberley
Evaluation of the Experimental Rural Clean Water Program -- Project Report. North Carolina State Univ. Raleigh. 559p.

- 1992 Zarnstorff, M.E., H.M Linker, J.M. Ferguson, D.R. Ward , and T.J. Hoban
A Guide to Biotechnology in Crop Production. Raleigh, North Carolina. N.C.
Cooperative Extension Service.
- 1992 Hoban, Thomas J.
Consumers' Concerns for Food Quality and Safety. Pp. 19-34 in A. Douglas
Worsham and Fred Yelverton (eds.) Proceedings of the Tenth Annual Meeting of
the Weed Science Society of North Carolina.
- 1992 Hoban, Thomas J., Maurice Cook, and Frank Humenik
Land Use and Water Quality: A Guide to Managing Nonpoint Source Water
Pollution. Raleigh, NC: North Carolina Cooperative Extension Service.
- 1992 Hoban, Thomas J. and William Clifford
Public Attitudes about Water Quality and Management Alternatives in the
Albemarle-Pamlico Estuarine System (Phase II Final Report). Raleigh, NC:
North Carolina Department of Environment, Health, and Natural Resources.
- 1992 Hoban, Thomas J.
Public Acceptance of Biotechnology Depends on How Well Scientists
Communicate the Facts. *The Scientist* (September 14): 12.
- 1991 Hoban, Thomas J.
Public Perception and Communication of Risk. Raleigh, NC: North Carolina
Cooperative Extension Service.
- 1991 Hoban, Thomas J. and William Clifford
Public Attitudes about Water Quality and Management Alternatives in the
Albemarle-Pamlico Estuarine System (Phase I Final Report). Raleigh, NC:
North Carolina Department of Environment, Health, and Natural Resources.
- 1990 Stephen Lilley, Michael D. Schulman, Thomas J. Hoban, Donald Tomaskovic-
Devey, and Michael Schwalbe
North Carolina Farm and Rural Life Study 1988 Summary Report. Raleigh, North
Carolina: North Carolina Agricultural Extension Service.

FUNDED CONTRACTS AND GRANTS

2003. Hoban, Thomas J. and William B. Clifford
Farm Operators' Adoption of Nutrient Management Practices. \$31,400. NC
Division of Water Quality.
- 1999 Hoban, Thomas J.
Legal, Economic, Environmental, and Policy Implications of Biotechnology.
\$44,077. American Farm Bureau Foundation for Agriculture.
- 1998 Hoban, Thomas J., and William B. Clifford.
Coastal Recreational Fishing License Survey, Winston-Salem Saltwater Sport
Fishing Club, \$37,845.
- 1998 Hoban, Thomas J.
Perceptions of North Carolina Coastal Residents of the Community Impacts of
Exploratory Off-Shore Drilling, East Carolina Univ., \$6,267.
- 1998 Lindbo, David, Thomas J. Hoban, and Others.
Urban and Agricultural BMPs." N.C. Division of Water Quality. \$100,000.
- 1998 Hoban, T.J., and W.B. Clifford.
North Carolina Agriculture: Public Knowledge, Opinion, and Support, N.C.
Agricultural Foundation, \$65,000.
- 1997 Miller, Jon, Linda Kimmel, and Thomas Hoban.
Survey of Attitudes of U.S. Adults toward Biotechnology. \$99,940. National
Science Foundation.
- 1996 Hoban, Thomas J. and William B. Clifford
Landowner Survey to Evaluate Implementation of Best Management Practices
(BMPs). \$68,200. U.S. Environmental Protection Agency.
- 1996 Molnar, Joseph J. and Thomas J. Hoban
Industrialization of Agriculture: Trends, Spatial Patterns, and Implications for
Field-Level Application by the Natural Resources Conservation Service.
\$36,541. U.S. Department of Agriculture, Natural Resources Conservation
Service.
- 1995 Hoban, Thomas J.
Water Quality Demonstration Project in Duplin County. \$2,500. October 1,
1994. U.S. Department of Agriculture.

- 1995 Hoban, Thomas J.
Public Attitudes about Environmental Quality in Gaston County. \$14,000.
Gaston County Board of Commissioners.
- 1995 Hoban, Thomas J. and Robert Moxley
Development of a Training Module on Sociology as Part of an NRCS Ecosystem
Based Assistance Training Course. \$14,900. U.S. Department of Agriculture,
Natural Resource Conservation Service.
- 1994 Hoban, Thomas J.
Managing Innovation and Change Through Continuous Quality Improvement:
Lessons from Highly Effective Companies. \$4500. Provost's Faculty
Development Fund.
- 1994 Hoban, Thomas J.
Water Quality Demonstration Project in Duplin County. \$2,500. U.S.
Department of Agriculture.
- 1993 Hoban, Thomas J., and William B. Clifford
Livestock Waste Management in North Carolina: Barriers and Opportunities.
\$45,000. College of Agriculture and Life Sciences.
- 1993 Hoban, Thomas J. and Patricia Kendall.
Consumer Knowledge and Concern about Biotechnology and Food Safety.
\$45,000. U.S. Department of Agriculture. October 1, 1991 - September 30,
1993.
- 1993 Hoban, Thomas J. And Ronald Wimberley
Farm Operator Survey to Evaluate the Rural Clean Water Program. \$65,176.
The U.S. Department of Agriculture.
- 1992 Hoban, Thomas J. and William Clifford
Public Attitudes about Water Quality and Management Alternatives in the
Albemarle-Pamlico Estuarine System: Phase II. \$79,695. N.C. Department of
Environment, Health and Natural Resources and U.S. Environmental Protection
Agency.
- 1992 Hoban, Thomas J.
Water Quality Demonstration Project in Duplin County. \$2,500. U.S.
Department of Agriculture.
- 1992 Hoban, Thomas J.
Public Attitudes about Environmental Quality in Stanly County. \$1,000. Stanly
County Environmental Affairs Board.

- 1991 Hoban, Thomas J.
Consumer Knowledge and Concern about Biotechnology and Food Safety. \$15,000. N.C. Farm and Rural Life Survey and N.C. Agricultural Research Service.
- 1991 Hoban, Thomas J.
Public Attitudes about Environmental Quality in Gaston County. \$19,000. Gaston County Quality of Natural Resources Committee.
- 1991 Hoban, Thomas J.
Public Attitudes about Environmental Quality in Surry County. \$1,000. Surry County Quality of Natural Resources Committee.
- 1991 Hoban, Thomas J.
Water Quality Demonstration Project in Duplin County. \$2,000. U.S. Department of Agriculture.
- 1990 Hoban, Thomas J. and Simon Garber
Evaluation of Extension Integrated Pest Management Programs in Soybeans. \$4500. USDA Extension Service.
- 1989 Hoban, Thomas J., Simon Garber, Frank Humenik, and Maurice Cook
Leadership Development Workshops on Water Quality Impacts of Nonpoint Source Pollution Control. \$6500. Albemarle-Pamlico Estuarine Study.
- 1989 Hoban, Thomas J.
Citizen Survey to Support Coastal Management Forums. \$1300. N.C. Division of Coastal Management.
- 1989 Hoban, Thomas J. and William Clifford
Public Attitudes about Water Quality and Management Alternatives in the Albemarle-Pamlico Estuarine System. \$58,000. U.S. Environmental Protection Agency and N.C. Department of Environment, Health, and Natural Resources.
- 1989 Hoban, Thomas J.
Public Opinion about Wastewater Management in Carteret County. \$12,000 Carteret County.
- 1989 Hoban, Thomas J.
Collaborative Research and Technology Transfer. NSCU Faculty Research and Professional Development. \$3500.
- 1989 Hoban, Thomas J. and Simon Garber
Evaluation of Extension Integrated Pest Management Programs. USDA Cooperative Extension Service. \$3500.

- 1989 Hoban, Thomas J.
Natural Resource Quality in Gaston County. Gaston County Quality Natural Resources Committee. \$750.
- 1988 Hoban, Thomas J.
Educational Needs Assessment for Agricultural Biotechnology. \$21,000. North Carolina Biotechnology Center.
- 1987 Hoban, Thomas J.
Community Response to Drought. \$3500. Water Resources Research Institute.

SELECTED SERVICE ACTIVITIES

- 2000-2003 Chair of Land Grant University Biotechnology Implementation Task Force
- 1999-2000 USDA's Advisory Committee on Agricultural Biotechnology.
- 2000-2003 Distinguished Advisor to the Council for Biotechnology Information.
- 2000-2004 Conference Chair for Biovision 2001 and Biovision 2002 in Lyon France.
- 1988-Now Guest lecturer for a number of NCSU departments and other universities.
- 1987-Now Article reviewer for various journals
- 1987-Now Organizer and/or discussant for various professional meetings.
- 1987-Now Proposal reviewer for various government agencies.
- 1989-Now Book reviewer for various publications
- 1992-Now Respondent to numerous print and broadcast media interviews.
- 1999-2000 Member of the ESCOP/ECOP Biotechnology Issues Task Force
- 1998-2000 Administrative intern for the ESCOP/ACOP leadership program.
- 1995-1998 Member of NCSU Strategic Planning Committee
- 1996-1997 Member of Departmental Graduate Committee
- 1994-1997 Member of Departmental Research and Extension Committee
- 1993-1996 Scientific Lecturer for the Institute of Food Technologists

- 1994-1996 Member of College of Agriculture and Life Sciences Research Committee
- 1994-1996 Trained facilitator in Continuous Quality Improvement (CQI) at NCSU.
- 1993-1995 Member of NCSU Faculty Senate
- 1992-1994 Chair of the University Outreach and Extension Committee
- 1992-1993 President of the North Carolina Extension Specialists Association.
- 1991-1992 Program Chair for Annual Meeting of the Rural Sociological Society (RSS).
- 1991-1992 Chairman of the Natural Resources Research Group of the RSS.
- 1990-1991 Member of Extension Task Force on Crisis Communication
- 1989-1990 Member of NCSU Campus Environment Committee (Executive Committee)
- 1988-1989 Member of NCSU Task Force on Rural Revitalization

PRESENTATIONS AND CONSULTING

I have given over 300 invited presentations during the past 15 years. Most were related to the social impacts and public perceptions of agriculture, biotechnology and/or the environment. Audiences included non-social scientists, industry leaders, farmers, and many others. In addition, I have presented numerous papers at professional meetings over past two decades. Also I have served as a senior-level communication and marketing consultant for numerous companies, trade associations, government agencies and others. More details and lists available upon request.