Overcoming Apathy and Creating Excitement in the Classroom: Strategies for Teaching from the Psychology of Learning

Simple Strategies for Student Success
Kansas State University

February 2, 2013

Todd Zakrajsek, Associate Professor
Department of Family Medicine
University of North Carolina at Chapel Hill
919-636-8170
TODDZ@UNC.EDU
Hake (1998)
Attention Challenges

What can you do? **Anyone?**
- Attention Grabber
- Social Contagion
Last Serny, Flinglydobe and Pribin were in the Berdlink treppering gloopy caples and cleaming burly greps. Suddenly, a ditty strezzle boofed into Flinglydobe’s tresk. Pribin glaped. “Oh Flinglydobe,” he chifed, “that ditty strezzle is tunning in your grep!”
Multitasking
Power of Social Norms

Cialdini...
Please help:
1. Help the environment
2. Benefit Society
3. Save money
4. Others are doing it
Selected References


