

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

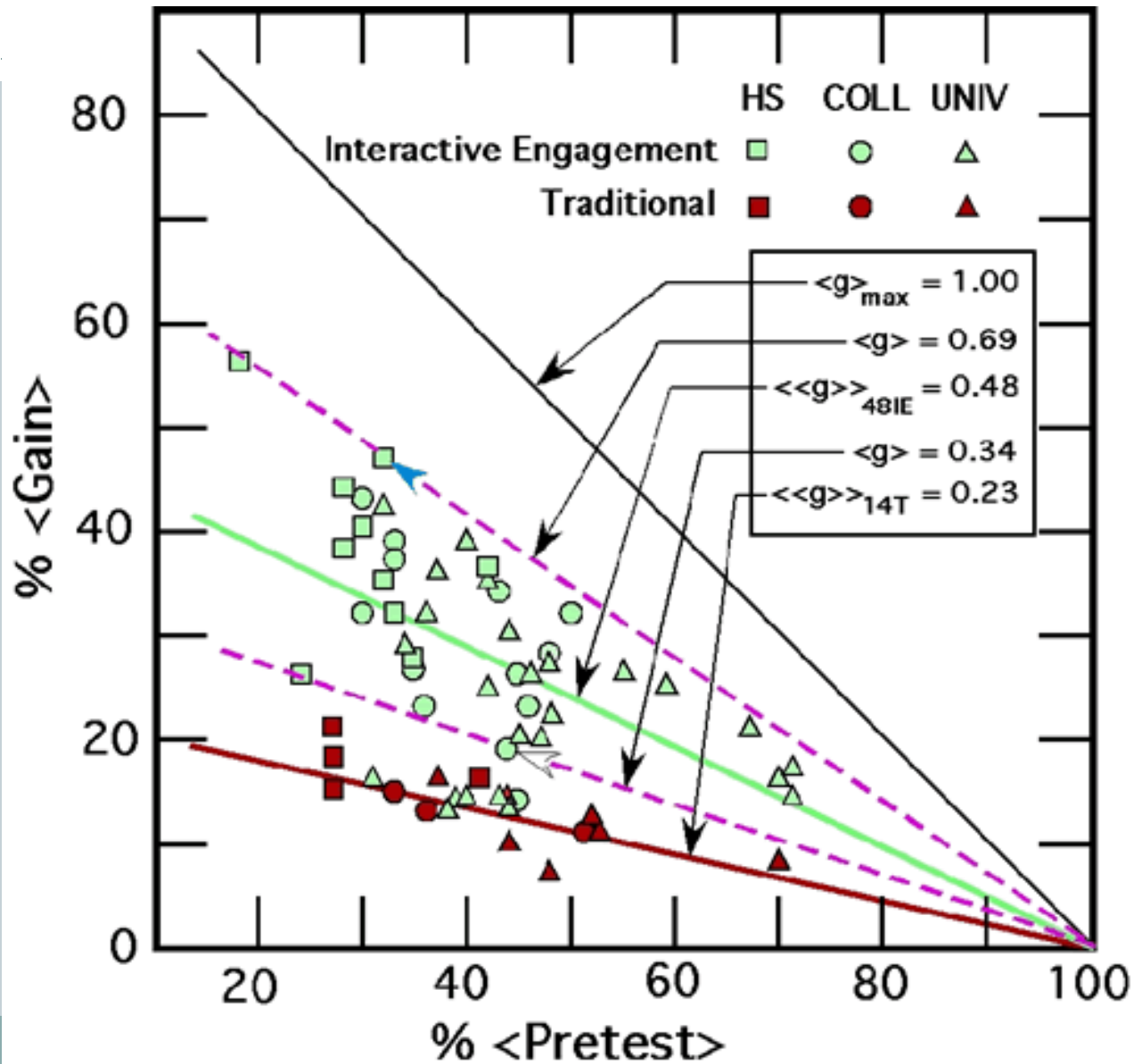
**Todd Zakrajsek, Associate Professor
Department of Family Medicine
University of North Carolina at Chapel Hill
919-636-8170
TODDZ@UNC.EDU**

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Hake (1998)



Attention Challenges



What can you do? Anyone?

- **Attention Grabber**
- **Social Contagion**



Flingledobe and Pribin (Lavoie, 1989)

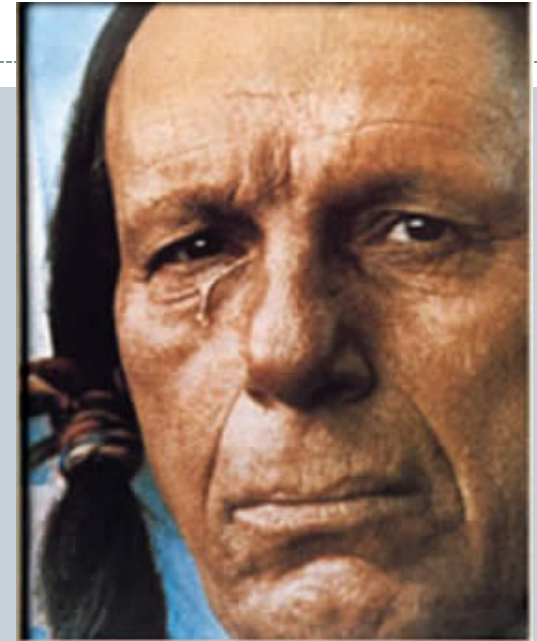


Last Serny, Flingledobe and Pribin were in the Berdlink treppering gloopy caples and cleaming burly greps. Suddenly, a ditty strezzle boofed into Flingledobe's tresk. Pribin glaped. "Oh Flingledobe," he chifed, "that ditty strezzle is tunnning in your grep!"

Multitasking



Power of Social Norms



Cialdini...

Please help:

1. Help the environment
2. Benefit Society
3. Save money
4. Others are doing it

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