



Jul 27th, 10:00 AM - 11:00 AM

## Engaged Brains: Strategies for Mastering Learner Engagement

Tracy King

*InspirEd*, [tracy@inspired-ed.com](mailto:tracy@inspired-ed.com)

Follow this and additional works at: <http://pubs.lib.umn.edu/minnesota-elearning-summit>

---

Tracy King, "Engaged Brains: Strategies for Mastering Learner Engagement" (July 27, 2016). *Minnesota eLearning Summit*. Paper 47. <http://pubs.lib.umn.edu/minnesota-elearning-summit/2016/program/47>

The Minnesota eLearning Summit conference proceedings are produced by the University of Minnesota Libraries Publishing. Authors retain ownership of their presentation materials. These materials are protected under copyright and should not be used without permission unless otherwise noted.





InspirEd

# Engaged Brains: Strategies for Mastering Learner Engagement

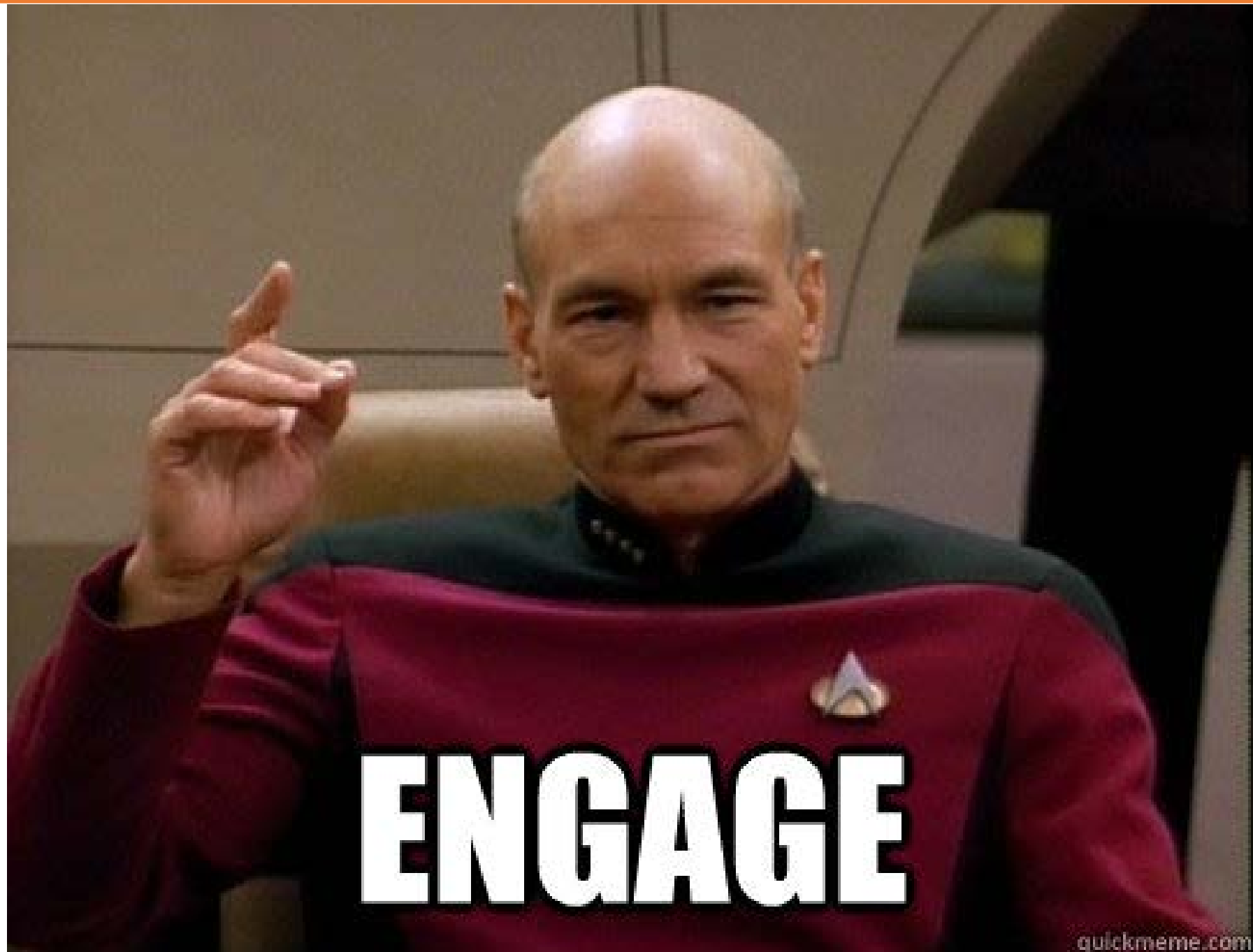
Tracy King, MA, CAE

@TracyInspired



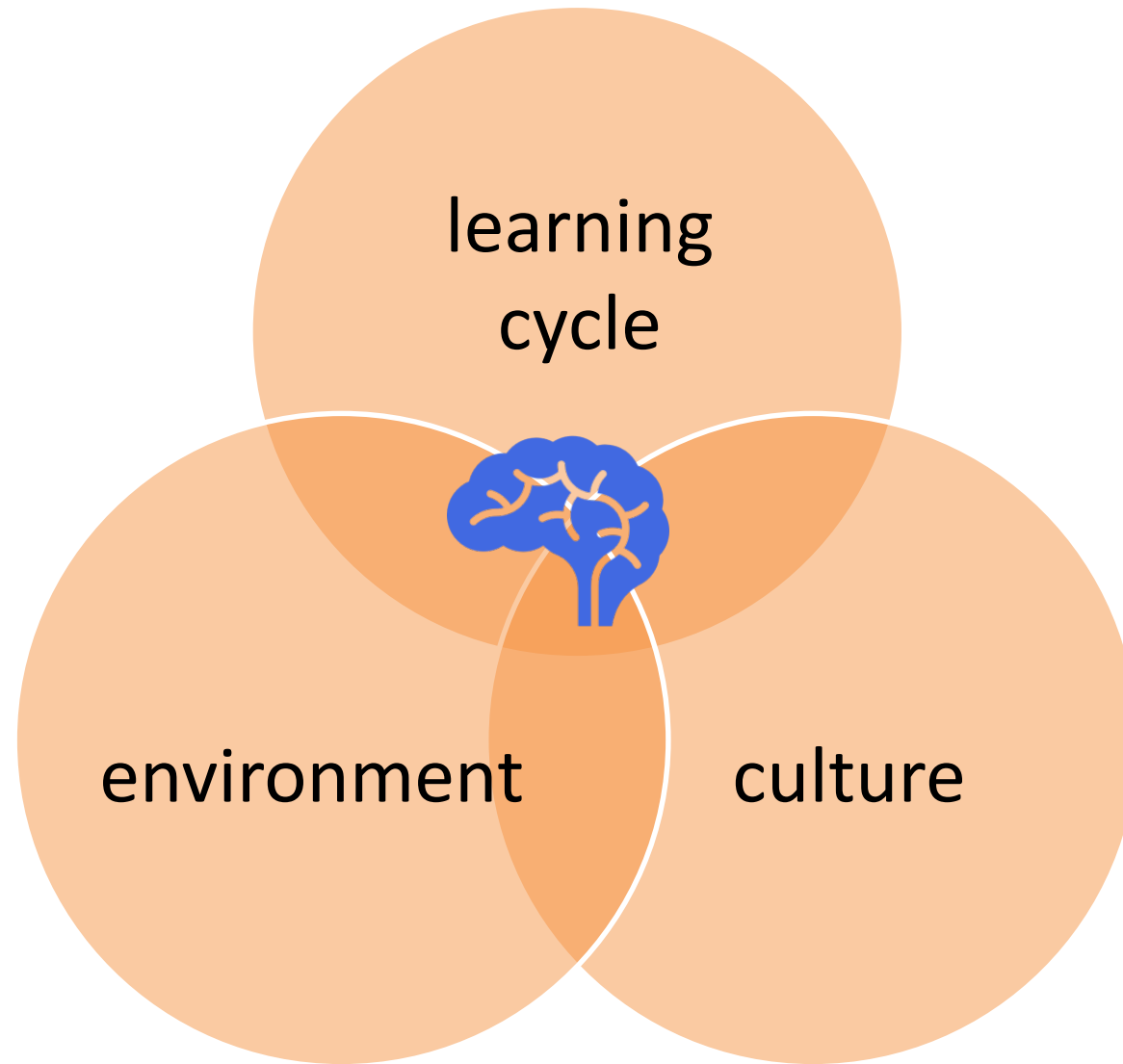
InspirEd

Without **engagement**, there is no learning.



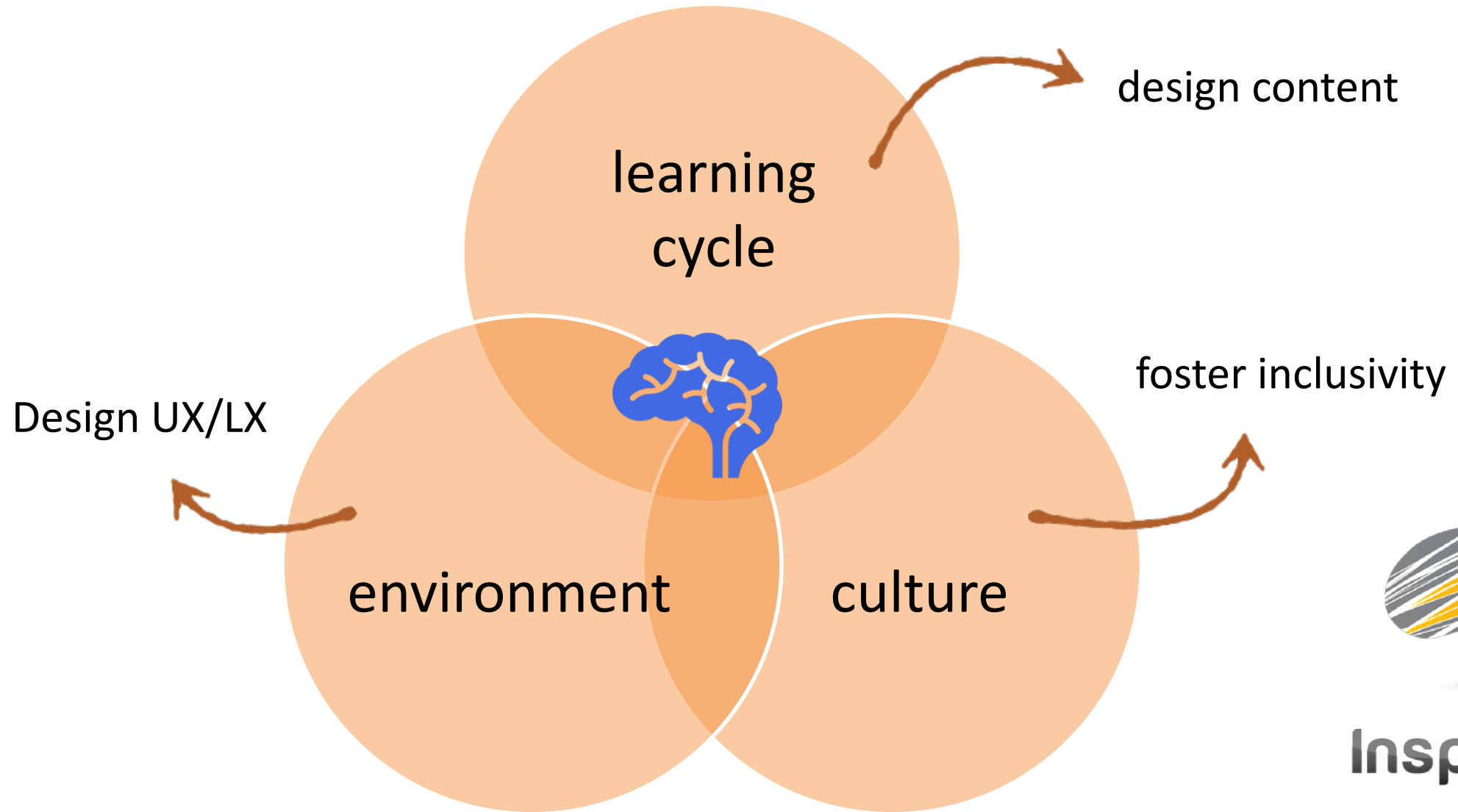
**ENGAGE**

# Context: Engagement Influencers



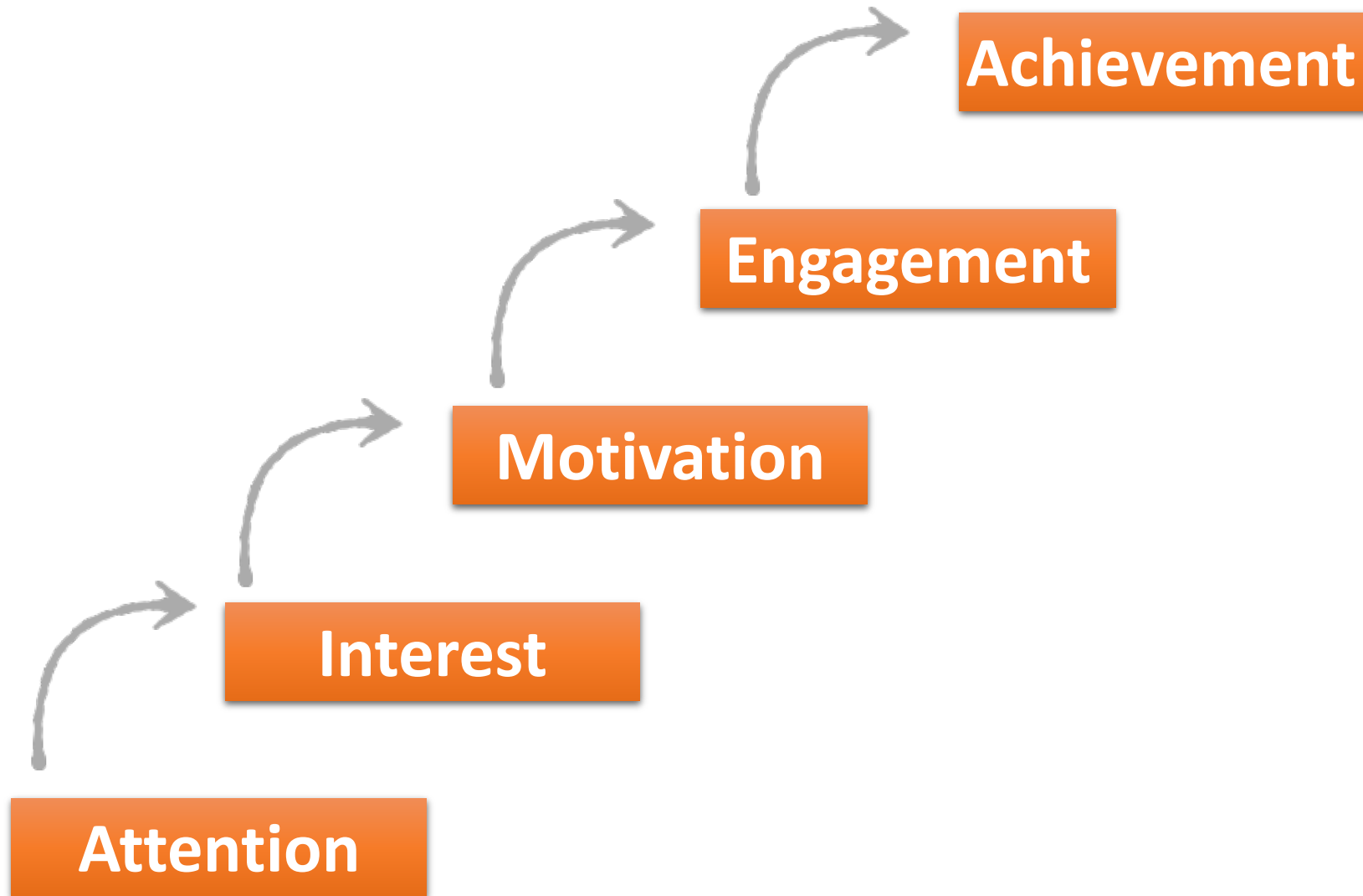
InspirEd

# Context: Engagement Influencers



InspirEd

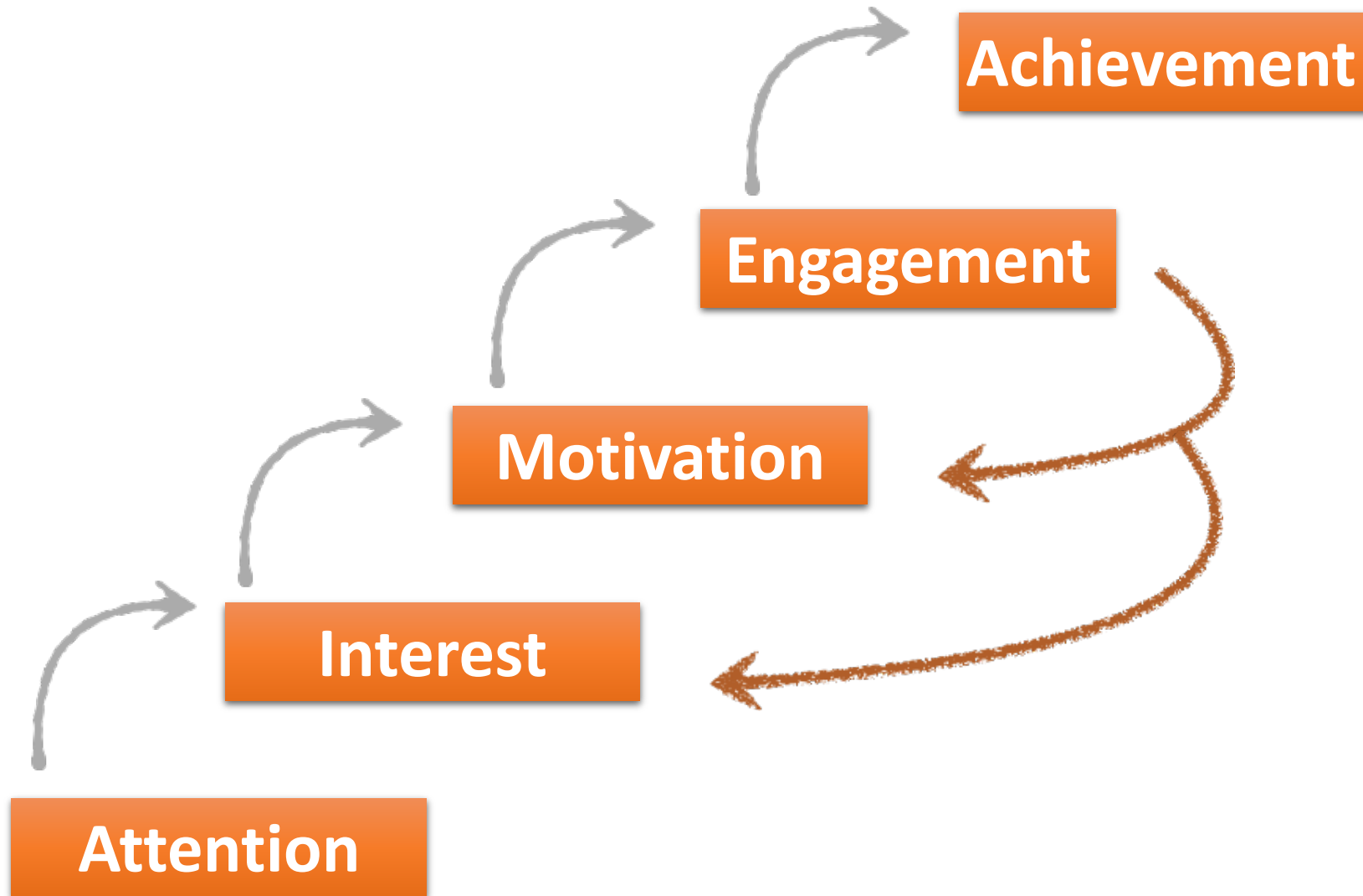
# The Engaged Learner



InspirEd

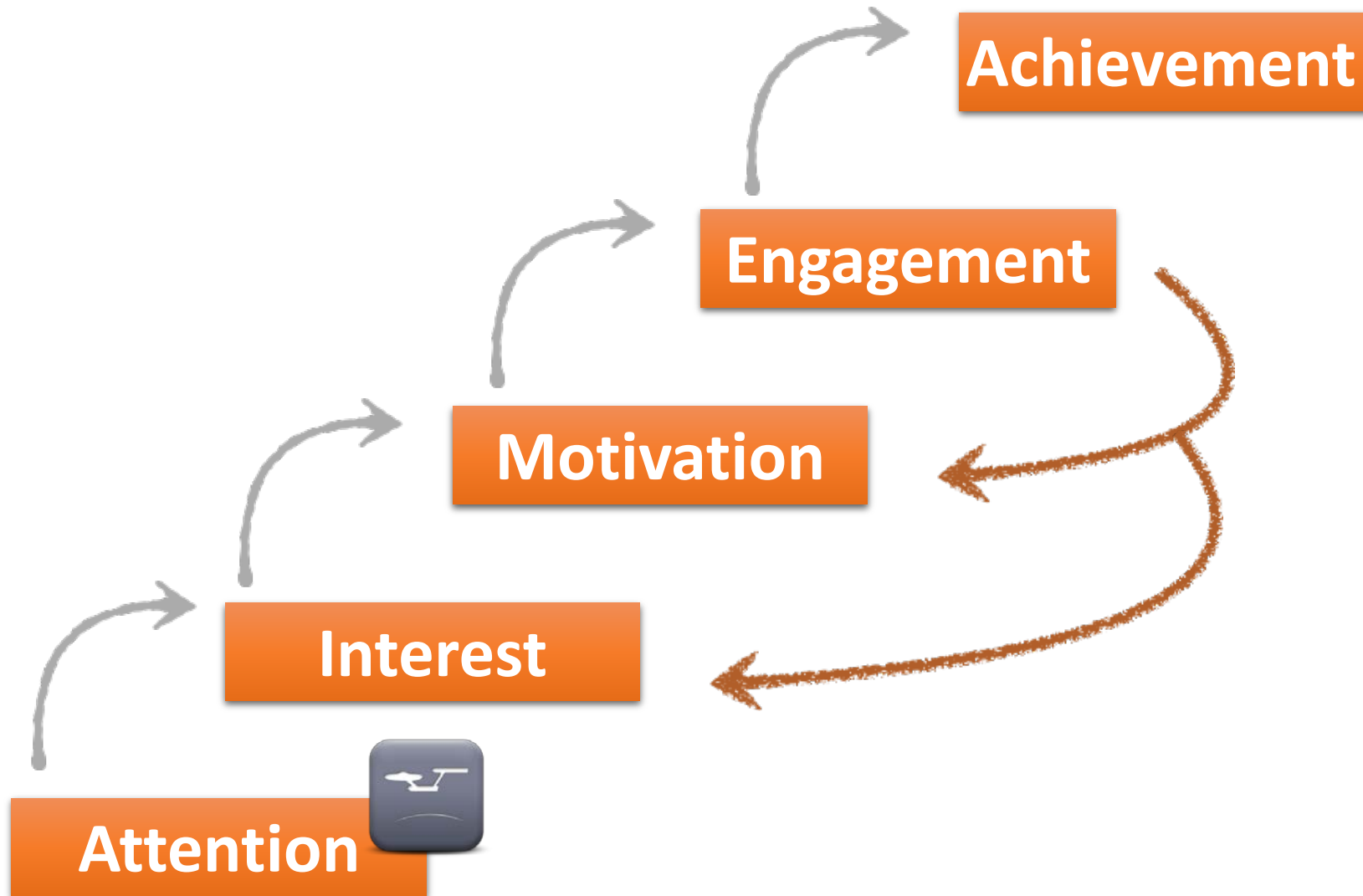


# The Engaged Learner



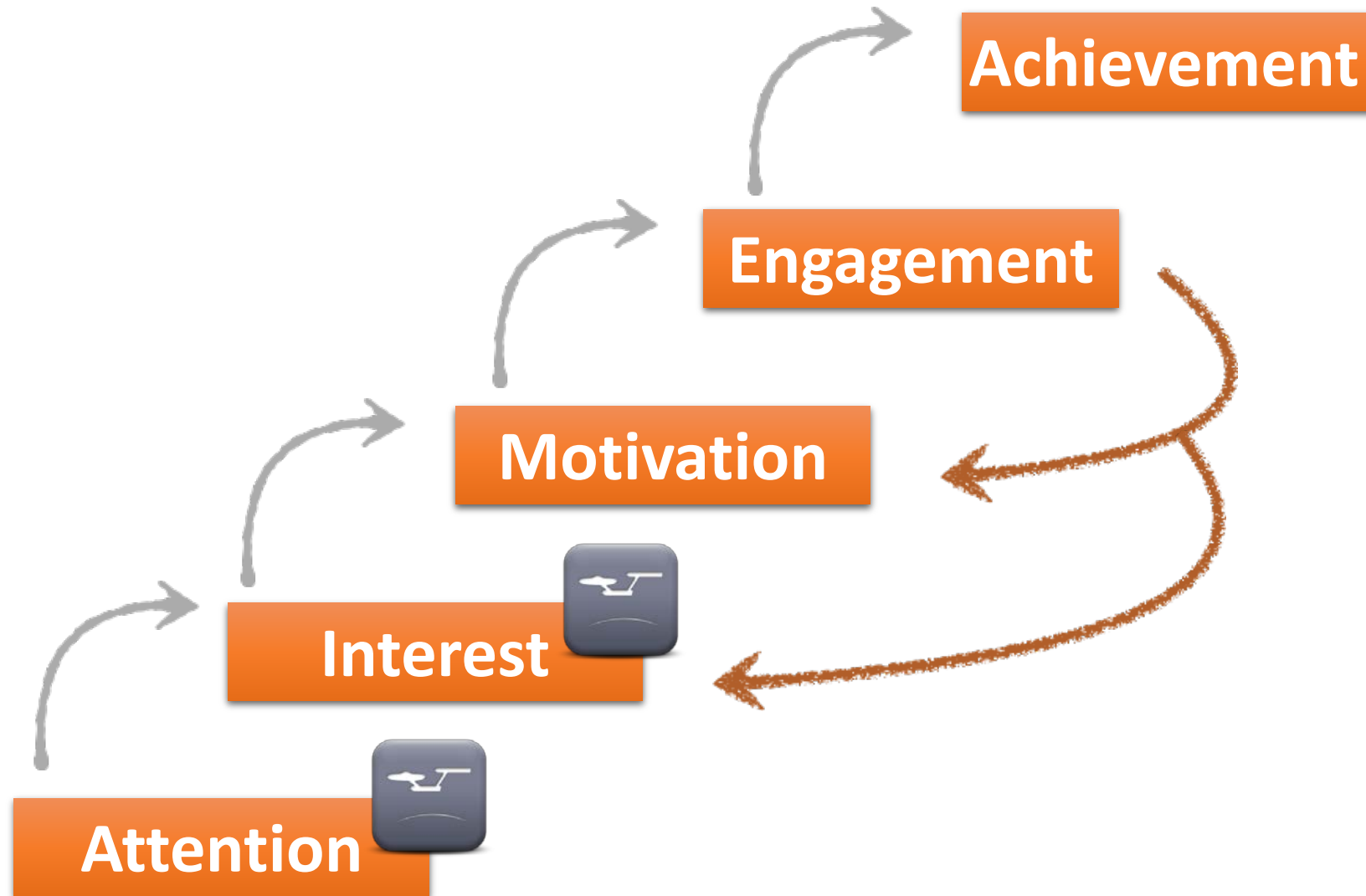
InspirEd

# The Engaged Learner



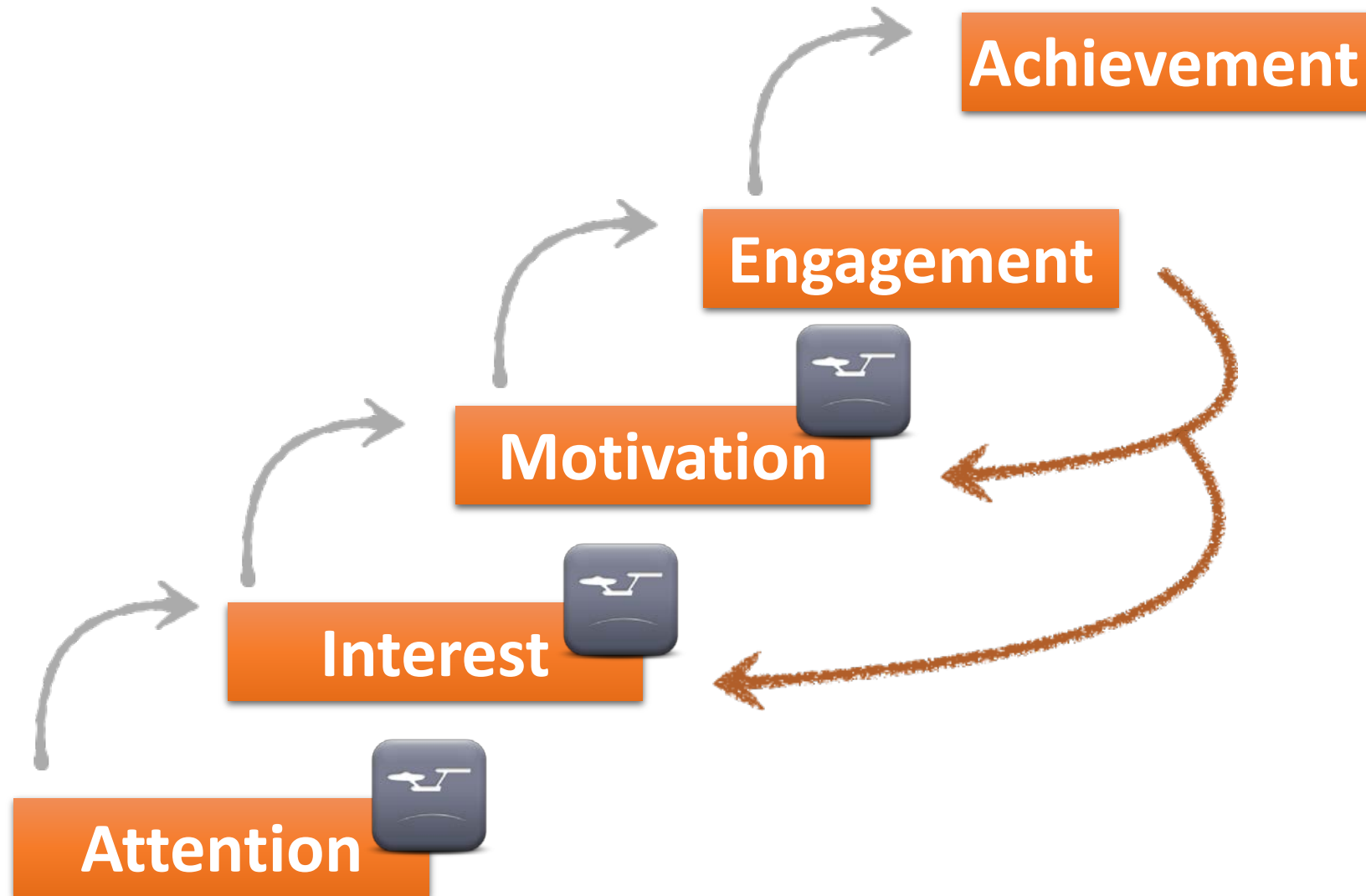
InspirEd

# The Engaged Learner



InspirEd

# The Engaged Learner



InspirEd

Brain sticky qualities for engagement





## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

## Motivation



## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation



## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression



Strategies for engagement



# 1. Visual Design

---

Design screens for clarity, memory & meaning.



InspirEd

## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression

# 1. Visual Design

---

Design screens for clarity, memory & meaning.

Example:

Clinical Case: Patient Exam



Case Summary

- 12 week old infant here for a well-child visit
- Weight today is 2.8 kg, birthweight was 3.2 kg
- Mother has concerns about feeding.

Back Next

The image shows a user interface for a clinical case. It features a title bar 'Clinical Case: Patient Exam', a photograph of a doctor examining a baby, a 'Case Summary' section with a bulleted list of details, a row of four icons (clipboard, film strip, speaker, question mark), and navigation buttons 'Back' and 'Next' at the bottom.



InspirEd

## Clinical Case: Patient Exam



### Case Summary

- 12 week old infant here for a well-child visit
- Weight today is 2.8 kg, birthweight was 3.2 kg
- Mother has concerns about feeding.



## 2. Story

---

Incorporate story to convert information into meaning, engage imagination, explore solutions.



InspirEd

## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression

## 2. Story

---

Incorporate story to convert information into meaning, engage imagination, explore solutions.

Example:

preventingconcussions.org

HEADS UP TO CLINICIANS  
Addressing Concussion in Sports  
among Kids and Teens

[MOLLY'S STORY]

Molly  
17 years old  
Sustained a concussion  
playing lacrosse  
Fully recovered after  
1 year

CONTRIBUTORS  
PARTICIPATING ORGANIZATIONS  
SHARE THIS PAGE

© 2011 NFL Enterprises LLC. NFL and the NFL shield design are registered trademarks of the National Football League. [Contact Us](#)

Screen Reader: F5



InspirEd



- COURSE OVERVIEW and INTRODUCTION
- 1 PATHOPHYSIOLOGY of CONCUSSIONS
- 2 DIAGNOSING a CONCUSSION
- 3 MANAGEMENT of CONCUSSIONS
- 4 PREVENTING CONCUSSIONS
- 5 REVIEW & QUIZ
- RESOURCE CENTER

### [ MOLLY'S STORY ]

**Molly**  
*17 years old*  
*Sustained a concussion playing lacrosse*  
*Fully recovered after 1 year*



- + CONTRIBUTORS
- + PARTICIPATING ORGANIZATIONS
- ← SHARE THIS PAGE



FOUNDATION



## 3. Social Connection

---

Foster an environment of co-creation & idea refinement through interaction & articulation.



InspirEd

## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

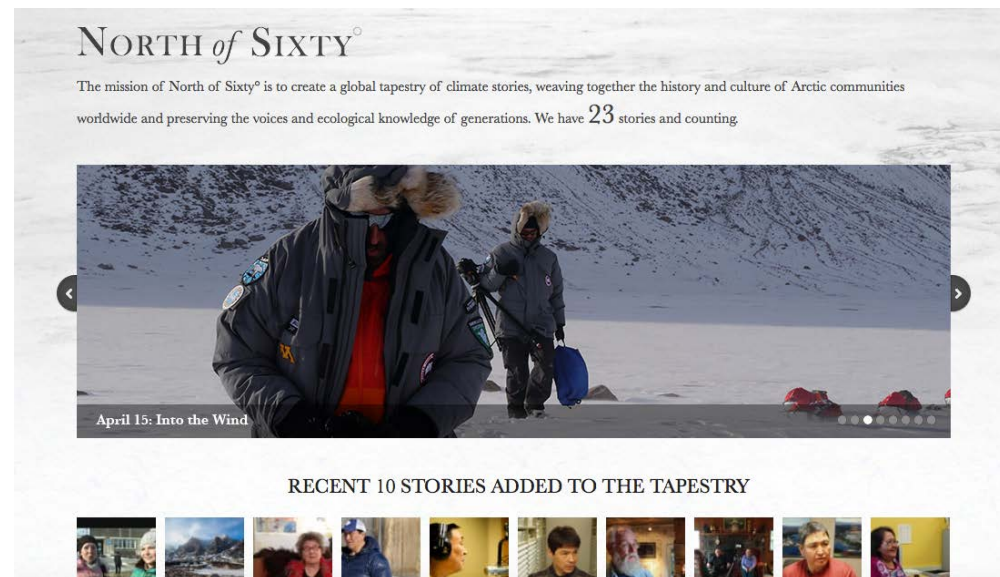
choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression

## 3. Social Connection

---

Foster an environment of co-creation & idea refinement through interaction & articulation.

Example:



InspirEd

# NORTH *of* SIXTY°

The mission of North of Sixty° is to create a global tapestry of climate stories, weaving together the history and culture of Arctic communities worldwide and preserving the voices and ecological knowledge of generations. We have **23** stories and counting.



## RECENT 10 STORIES ADDED TO THE TAPESTRY



## How it works

Our unique three-way view connects individual students into one collaborative team.



1 Collect your resources together in Spiral before a lesson



2 Share your resources on the whiteboard and launch class collaboration activities



3 Students use their personal devices to actively contribute to your chosen activity



4 Monitor individual responses and provide personal feedback from your own mobile device



5 Share responses anonymously on the whiteboard, address common misconceptions and celebrate excellent contributions

## 4. Reflection

---

Foster an environment that reflects upon deeper connections, personalizing the learning.



InspirEd

## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression



## 4. Reflection

---

Foster an environment that reflects upon deeper connections, personalizing the learning.

Example:

REGISTER NOW

Dan Roam's

# Napkin Academy

Use pictures to clarify complexity, banish confusion and defeat fear.

START NOW WITH THESE FREE VIDEOS

How to Draw Anything

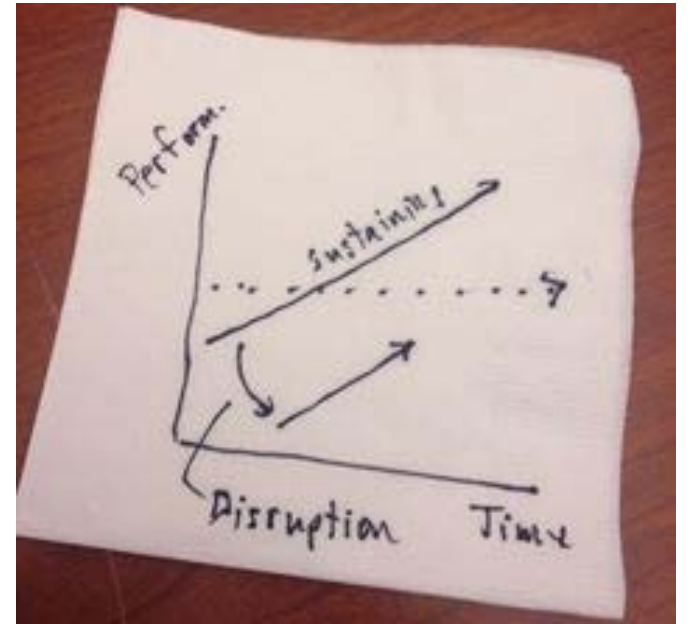
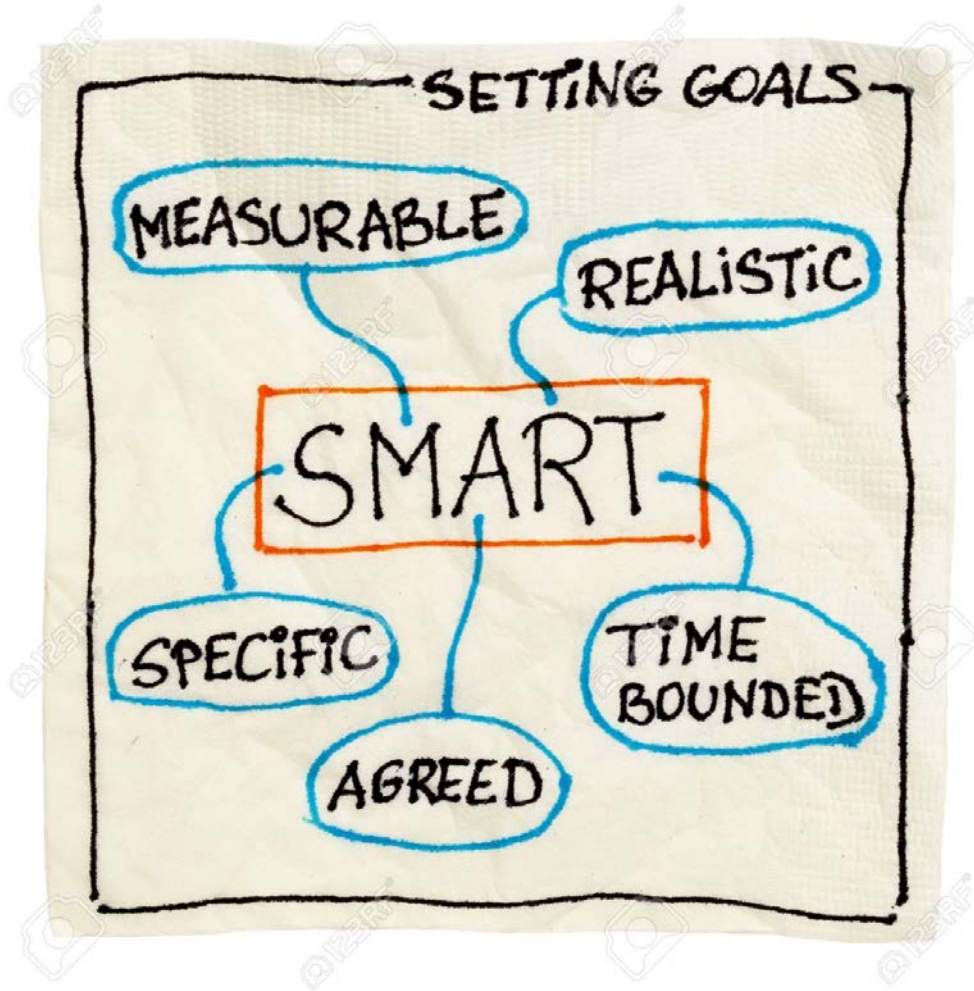
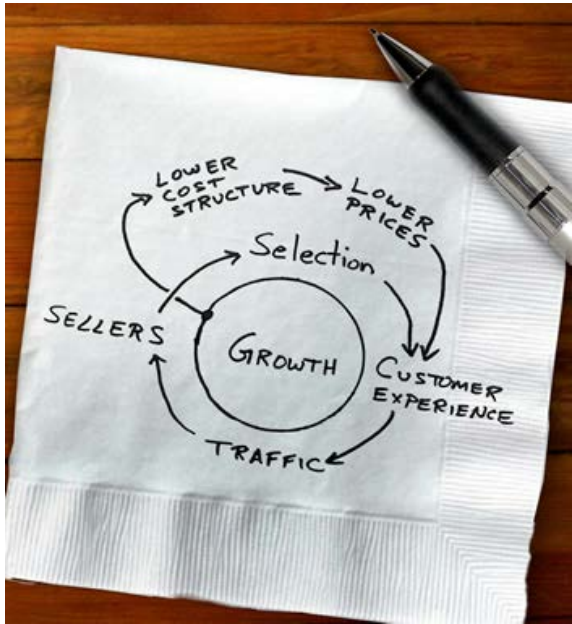
Introducing Visual Grammar

Outline Any Presentation Using the PUMA

LEARN MORE



InspirEd



## 5. Discovery

---

Foster an environment of discovery sparking curiosity through choice & exploration.



InspirEd

## Attention

novelty  
surprise  
tap emotions  
tap curiosity  
comparisons  
contrast  
patterns  
repetition  
dissonance  
prominence  
visual appeal  
scannable

## Interest

personalized  
relevant  
meaningful  
connects to PK  
chunked  
sequenced  
associations  
tap values

## Motivation

choice/discovery  
problem solving  
feedback  
challenge  
mastery  
social  
belief in benefit  
self expression

# 5. Discovery

Foster an environment of discovery sparking curiosity through choice & exploration.

Example:

The screenshot displays the 'Shelter Management' software interface. On the left is a 'Menu' with a tree view containing sections like 'Introduction', 'Opening the Shelter', and 'Organizing the Shelter'. The main area shows a detailed floor plan of 'James Madison High School' with various rooms labeled, including 'Media Center', 'Cafeteria', 'Dormitory', and 'Auditorium'. A red cross logo and 'American Red Cross' text are at the top. A blue callout box titled 'Reception and Registration' is overlaid on the floor plan, containing the text: 'Finding a centrally located, easily accessible place for the reception/registration area is important. This is shelter residents' first impression of the shelter. In addition, they will access it every day to check in and out.' The interface also includes a 'Home Resources Exit' menu, a '1 inch' scale bar, and a '5 of 37' page indicator.



InspirEd

Menu Spanish Transcript

- ▶ 1. Introduction
- ▶ 2. Opening the Shelter
- ▼ 3. Organizing the Shelter
  - 3.1. Introduction
  - 3.2. Setting Up Shelter Space
  - 3.3. Identifying Needs
  - 3.4. Creating a Floor Plan
  - 3.5. Floor Plan Options
  - 3.6. Planning for Other Possible Needs
  - 3.7. Setting up Exterior Signage
  - 3.8. Setting up Interior Signage
  - 3.9. Additional Signage
  - 3.10. Developing a Staffing Plan
  - 3.11. How Much Staff Do You Need?
  - 3.12. What Factors Should You Consider?
  - 3.13. Do You Need an Assistant?
  - 3.14. Requesting Staff
  - 3.15. Table of Org
  - 3.16. Working With What You Have
  - 3.17. Job Inductions
  - 3.18. Induction Details
  - 3.19. Job Induction Interviews
  - 3.20. How Would You Assign Jobs?

Shelter Management

Home Resources Exit

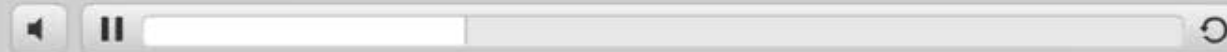


American Red Cross

MODULE 3: Organizing the Shelter



James Madison High School



# 5 Engagement Super Strategies

1. Visual Design
2. Story
3. Social Connection
4. Reflection
5. Discovery



InspirEd

**ALL SYSTEMS**

**HAVE BEEN ENGAGED**



# Let's Connect!



## Tracy King, MA, CFD, CAE

e: [tracy@inspired-ed.com](mailto:tracy@inspired-ed.com)

w: [www.inspired-ed.com](http://www.inspired-ed.com)

b: [www.edthreads.com](http://www.edthreads.com)

t: @TracyInspired

f: <https://www.facebook.com/TracyKing.InspirEd>

li: <http://www.linkedin.com/in/tracylking>

Contact me to work with your team bridging neuroscience to learning strategy.

**InspirEd Mission:** Design effective, meaningful, and memorable learning that elevates workforce performance and job satisfaction.

# Key Resources

- Jarvela, S & Renninger, K. (2014) “Designing for Learning: Interest, Motivation, and Engagement.” In K Sawyer, Ed, The Cambridge Handbook of Learning Sciences, 2nd Ed. (pp 668-685) Cambridge University Press: NY, NY.
- Malamed, C. (2011) Visual Language for Designers: Principles for Creating Graphics People Understand. Rockport: Beverly, MA.
- Peters, D. (2014) Interface Design for Learning. New Riders: San Francisco, CA
- Sousa, D. (2011) How the Brain Learns, 4th Ed. Corwin: Thousand Oaks, CA.
- Wlodkowski, R. (2008). Enhancing Adult Motivation to Learn, 3rd Ed. Jossey-Bass: San Francisco, CA.
- Zull, J. (2002) The Art of Changing the Brain. Stylus: Sterling, VA.

