



GROUP ACTIVITY

Signal, Static and Sense

The same idea, delivered three ways, costs the reader three different amounts.



15 to 20 minutes



6 or more people



Station cards, sticky notes and pens

- 1 Set up three stations with the same idea at each. Signal has it clear and well spaced. Static buries it in jargon and clutter. Sense asks you to connect it to something you already know.
- 2 Three minutes at each. Rewrite Signal in one sentence. Underline what makes Static hard, then fix it. At Sense, finish the line: it made sense when.
- 3 Regroup and sort what people say under three headings: attention, working memory, prior knowledge.
- 4 Close with two sentences each. Learning gets harder when. Learning sticks better when.

Working on your own?

Take something you wrote for learners and produce all three versions of it. Whichever one your current material resembles is the finding.



More ways into Chapter 2

This section is also available as video, audio, infographics, mind map, and more, including an opportunity to do a deep dive into reference material. Start with the format that suits you best.

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