# HOW TO CREATE A BETTER STUDENT

Reach your kids to teach your kids!

# CAN TECHNOLOGY USAGE INCREASE WORD LEARNING?

A new study suggests that an app for iPads/tablets can be used to increase child vocabulary growth with adult assistance

# I KNEW IT! ... NO, YOU ACTUALLY DIDN'T

A look into what leaves you thinking you could have predicted a past event: hindsight bias.

# PEEK-A-BOO: I DON'T SEE YOU, AND YOU'RE GONE FOREVER!

Babies become agitatedget upset when you leave the room because they haven't developed object permanence

# TEMPER TANTRUM: BEING COMFORTABLE IN THE UNCOMFORTABLE

Rewarding your toddler for good behavior is a more effective alternative to spanking.

# CAN MEDITATION MAKE YOU A BETTER MOM?

Recent research suggests practicing mindfulness can lead to happier mothers and children.

# PEOPLE DON'T CARE WHAT YOU WEAR

The Spotlight Effect proves that people don't pay as close attention to you as you think.

# HOW TO START- AND ENJOY- WORKING OUT

Have you ever wondered what motivates us to start working out?

# THE BIAS VIRUS

How children learn to judge people

## DOES SPANKING CHILDREN HAVE THE SAME CONSEQUENCES ACROSS DIFFERENT RACES OR ETHNIC GROUPS?

Early spanking can lead to negative behaviors in children.

## IS BIAS AFFECTING YOUR CHILD'S ABILITY TO LEARN?

This post explores the impact bias has on education and the learning process.

## CHILDREN'S VIEW OF ATTRACTIVENESS: IT MATTERS IF YOU ARE A FRIEND OR FOE

When you look someone in the eyes, what are you examining? Their soul? Their character? No, you are judging them based on their facial features.

# LOOKING FOR HAPPINESS? GIVE YOUR MONEY AWAY

While we would all like to think money doesn't buy happiness, it does. However, giving it away may be the real key to happiness.

# KID KINDNESS

After children recall a time they did a good deed, they tend to be more kind to others.

# YOUR COWORKERS ARE NOT YOUR FRIENDS! BUT, SHOULD THEY BE?

Friendships between supervisors and supervisees can be good for business.

# TROUBLE STUDYING? HERE'S AN EFFECTIVE TECHNIQUE

Having trouble studying or remembering the material for an exam? Learn about an effective technique.

All examples are from students at: .
Please remember to be generous in your critique/discussion, pointing out the good and the bad.

Some criteria for thinking about headlines/lead sentences:

The headline and lead sentences are often the ONLY chance you get with most readers - especially in the mobile news age. It is not uncommon to write and revise those multiple times to get those right. Moreover, the headline and lead of a SciComm piece will differ from what is considered interesting to a scientist. For a scientist, we might think about a general statement of the unsolved questions of the field. For example, one of the scientist summary pieces we will read is titled: "How the human brain segments continuous experience." While this is a GREAT headline for memory scientists (summarizing research into how each memory becomes its own distinct event), it is not tuned to catch the public eye; it uses language more oriented to a scientist (segment, continuous experience), and leads with the unsolved question rather than what the paper it covers MEANS to a general reader.

A.) Does the headline capture the "so what" or meaning to a general reader? Does it capture the bottom line of the article/science (accurately)?
   a. Accuracy is important for scientific integrity. Similarly, headlines need to be short, simple, direct, and eye-catching.
B.) Does the lead sentence expand off the headline, or does it merely repeat what the headline has already told you?
C.) Are the headline and lead sentences accessible to a wide audience (i.e., is there jargon? If so, is it necessary jargon, like 'AI' from Ed Yong?)?
   a. Similarly, is the language generally appropriate? The language could be accessible to a wide audience, but seem less serious or professional.
   b. The language (tone, style) should match the outlet for which it is directed. For example, if it were a SciComm piece on a Psych Society's website vs. a piece in the Atlantic or NYT, the latter would be more "general" audience oriented.
   c. The headline or lead sentence should somehow indicate the validity of the research (make it clear an article is actually being covered, not just a personal opinion being stated).
D.) Are the headline and lead sentences concise (~50-100 characters)?
E.) Do the headline and lead sentence make you want to read more?

For the purpose of this activity, each group will have 4 headlines/lead sentences to discuss; no need to write out the answers to each of these questions, but you should consider each. Like readers who have come across the headlines/lead sentences, you don't have access to the article covered, so you won't know if they are accurate, but keep that in mind for your own work.

Remember that one good example we went over was Ed Yong's 2019 article:
- Headline: "AI Evolved These Creepy Images to Please a Monkey's Brain"
  o 10 words, 57 characters with spaces
- Lead: "What happens when an algorithm can ask neurons what they want to see?"
  o 13 words, 69 characters with spaces