Making Information Vivid

The most vivid information is the most memorable. To make information more vivid, you can:

1. Use demonstrations, imagery, and story-telling
   - Use volunteers to demonstrate concepts. Dramatize an over-the-top example, or, as a one statistics professor does, have students act out distributions and equations.
   - Not “The man was sad” but, “The man had tears in his mustache.” Precise and arresting details will stick in your students’ minds. Try “speaking in pictures,” and use graphs, portraits, cartoons, and diagrams.
   - Any information can be presented as a story- there is a situation, a challenge to that situation, and an outcome. Stories can be personal, historical, from popular culture, or invented. Try using “case studies” to explore difficult concepts.

2. Engage multiple senses
   - What sounds, textures, tastes, and scents correspond to what you’re teaching? In geology classes, students handle samples. In a history course, you could play a relevant radio broadcast or bring an item to class from the period you’re studying.

3. Add action
   - Organizing debates, games, field trips, and community-based research/service helps to bring difficult or ambiguous concepts to life.