

# Loving Your Lecture

Lectures have stood the test of time, yet diverse voices are starting to question its effectiveness. In fact, some research indicates that active learning strategies are far more impactful than the traditional lecture format in achieving better grades and reducing the rate of failure. **Fear not.** The lecture remains a powerful learning tool.

The secrets to adding active learning within lectures are right at our (and our students) fingertips. Social media influencers on YouTube, TikTok, and Snapchat know how to create content to engage their audience, so let's use their strategies to enhance learning and engagement in our courses. Let's create content instead of just lectures!

## Before you create the lecture content, ask:



1. What is the purpose of the lecture? What learning outcomes will be addressed? What will students walk away knowing and what will they be able to do with what they now know?
2. How will you start? How does the introduction of the content capture students' attention and engage them in the learning process?
3. How will you "chunk" the content, and how will these chunks connect and create a broader understanding of the overall content?
4. What are the primary chunks of content, and what keywords and analogies will best convey those chunks? What active learning activities will reinforce or elaborate these chunks of content?

## Tips to Become a Knowledge Influencer

### Organize around a story

- Relate to your experience, a case study, or a real-world question.
- Connect the dots to the larger story.

### Snapshot chunks content

- Use short (5 to 10-minute) chunks of content.
- What are the core ideas?

### TikTok and YouTube shorts can guide tone

- Deliver with authenticity.
- Students want to know you. Let your personality shine!

### As any influencer knows...

- Be conversational.
- How would you explain this to friends?

### #lovethislecture

- Reduce the complexity of direct, key concepts.
- What is the hashtag for this chunk of content?

### Relevant, concrete examples and analogies

- Make it real. Show them how this actually happens.
- All social media platforms are dominated by images and video.

### Emotions impact learning

- Learning happens when students feel comfortable and in control.
- Consider the emotional experience as well as content.

## Learning Activities to Intersperse Between Content Chunks

- Think-Pair-Share: Students think about a problem/question, discuss it with a partner, and then the pairs share a relevant point with the class.
- Spot Challenge: Invite students to provide their own examples or analogies.
- Illumination: Reflect on how to apply content in students' own lives.
- Practice: Students complete problems/assignments together in class.
- Backchannel: Simultaneous conversation facilitated with instructional technology so students can ask questions and get answers during a lecture.
- Just-In-Time Teaching: Relevant homework is completed before class and then used/referenced during the lecture.



**QUICK TIP**

### Teaching Online?

All the better! UNO has amazing design consultants in the Office of Digital Learning who can translate these recommendations into the online course environment.

#### References:

- Freeman, S. et al. (2014). Active Learning Increases Student Performance in Science, Engineering, and Mathematics. Proceedings of the National Academy of Sciences of the United States of America.
- Kramer, M. W. (2017). Sage on the Stage or Bore at the Board? Communication Education.



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